**June 20, 2018**

**SEMT Board Meeting**

**Broadus Community Center**

Meeting called to order 10:30 a.m.

**Welcome provided by Jessica Malone of Broadus Chamber**

Broadus has a long history and is the “Gateway” into southeast Montana. Outdoorsman and sportsman make the area a destination. The Powder River Historical Museum is a great draw and tells the complete story of the area.

**Public Comment:** Christine Whitlatch asked that the TAC look at establishing a time during their meetings for regions and CVBs to meet at TAC meetings; L.aura Lee Ulrich encouraged people to learn about the Warrior Trail; Windfall provided an update on their photo shoot schedule recently.

**April meeting minutes:** Christine motioned to approve the April minutes; Dennis provided second. Motion passed.

**Monthly Financials**: Profit Loss to date presented by John Brewer. Lodging tax revenue is over budget by $7,508; actual new revenue in private funds was budgeted at $20,000, actual is $6,750. Motion to accept by Glenda Uland. Seconded by Sabre Moore.

**2019 Administrative and Unrestricted Budgets**

The state allows for 20% of new collections to be used to administer the region. The Billings Chamber is under contract to manage the region. This year we are trimming the budget by about $8,000 from last year but allowable funds are being reduced by $17,000. There is a deficient of $14,062 anticipated. The Billings Chamber board has agreed to reduce the rent and management fees by $4,000. Discussion occurred about relocating offices to a less expensive option. It was argued by the board that both organizations receive significant benefit from the contract and colocation. There is also benefit with co-location of SEMT and VisitBillings. Jeff Ewelt motioned to accept the Administrative and unrestricted budgets. Seconded by Dianna Murnion. Motion passed.

**Marketing Update**

Brenda reviewed the quarterly dashboard . Call center inquiries are slightly below last year most likely due to web site challenges. Social media is tracking ahead of last year.

Image library is increasing as shots are increasing with summer weather. Travel guide is moving forward. A number of recent familiarization tours have occurred (intentional and western, art and adventure themes).

Updates on advertising, creative, social media, the Trail to Little Bighorn Battlefield and more shared.

If you would like Brenda to come to your community and make presentation on the region, please let her know.

Tourism facing web site needs work. There are formatting issues and changes in the database. Micro site is not showing up on the mobile. That site is privately funded. Tourism site is funded with lodging tax. March to May there were 20,000 views. Summer.southeastmontana.com.

ANYTHING ELSE BRENDA???

**Windfall Update:**

PLEASE INCLUDE A STATEMENT ABOUT OUR NEW ACCOUNT REP. Reviewed recent ad placements and creative in print and digital. We are involved with many co-op and partnership ads with Glacier Country, Visit Glendive, Visit Billings and others. This significantly expands our budget. Web site discussion on need for regional tourism entities to provide content, calendar info etc.

**Marketing Partnerships**: 4,000 visitors in May at Medicine Rocks. Attributed to the billboard. Visit Billings new agency of record is looking at a partnership with SEMT and Rapid City for Great American Road Trip connecting us to Mount Rushmore.

**In Region Partnerships**: News you can Use is emailed each Wednesday. SEMT recently bought a package with Cowboy Moments using opportunity funds. There will be six airings. Our commercial will be used twice during each show and we will be featured in the opening and closing. Sabre is working with the film crew in Ekalaka as well.

**Nominations**:

Officers: Dale Galland Chair, Jeff Ewelt Vice Chair, Sabre Moore Secretary/Treasurer, Chip Watts Immediate Past Chair. Christine moved, Glenda seconded. Motion passed.

New Board Applicants: Accept Glen Heits application, accept Randy Shoppes application once we receive letter of support from him, when we receive applications from Kevin Kooistra and Jessica Malone approve their board seats. Sabre moved and Dennis K second. Motion passed.

Second Terms: Lyn Ohs eligible for second term. Motion to retain Lyn for second term made by Dennis K and seconded by Jeff E.

**Announcements:**

* Dan Jonson: Appreciates the work this board does but needs to resign due to work commitments. Commented on our wonderful region and encouraged us to see the region as a pass though and not a destination.
* Glendive: Makoshika is largest state park. They continue to seek utilities at the campground for the park for increased camping.
* Ekalaka: Shindig July 28 with dino dig and activities. Sept 8 vintage rodeo. March 7-9 in Miles City state museum association will meet. MTOTBD granted $9300 over two years for a dino trail poster series. 14 dino sites in state in total.
* Broadus: Jess Lockwood, bull rider, is from Broadus. Highway construction is a challenge.
* Forsyth: Trail to the Little Bighorn complete and doing a walking tour brochure. Fair July 18-22.
* Terry: Planning Yippee Days July 28. Working on the historic Yellowstone Trail. Starts on the east coast. 4th of July Rodeo. Cornhole tournament, street dances, etc
* Billings: ZooMontana has three new healthy baby otters. A lot of events (Ren Fair, Family Day, numerous concerts, Beef and Brews)
* Hardin: Big Horn Days starts today. Warrior run, concerts, re-enactment. Sept country fun day.

Meeting adjourned 2:25 p.m.