



VISIT SOUTHEAST
MONTANA

Visit Southeast Montana Board of Directors

The **MISSION** of Visit Southeast Montana is to increase visitors to Southeast Montana by increasing awareness of our region, showcasing our cultural heritage, developing memorable experiences and educating our residents about the economic benefits of tourism. www.SoutheastMontana.com

January 15, 2020 from 10:00 a.m. - 3:00 p.m.

Evelyn Cameron Heritage

212 Laundre Ave.

Terry, MT 59349

Meeting Agenda

- I. Welcome and Introductions – Dale Galland (Board Chair) 10:00
 - a. Glenda Ueland of Evelyn Cameron Heritage
- II. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)
- III. Consent Agenda ACTION 10:10
 - a. Approval of October 30, 2019 Meeting Minutes (pages 3-6)
 - b. Financial Overview – John Brewer
 - i. Variance report and Financials, Oct - Dec, 2019 (pages 7-8)
 - ii. Updated Lodging Tax Revenue Report (page X=9)
- IV. STRATEGIC DISCUSSION 10:25
 - a. Summary of Board Retreat – Brenda Maas (page 10-12)
 - b. Vision Statement: ACTION
Southeast Montana will become the trusted sources for free-spirited travelers to achieve their legendary life experiences.
 - c. Marketing Update - Brenda Maas (link/packet forthcoming)
- V. STRATEGIC GOALS – Kristen Sackett of Windfall 11:00
 - a. Produce Quality Marketing Initiatives (packet/link forthcoming)
 - i. FY20 Refreshed Creative
 - ii. SEMT Website Update
 - iii. FY20 Media Plan - Additions ACTION
 - b. Develop Marketing Partnerships...outside the region
 - i. Nothing new to report

Lunch Break (Lunch provided by Evelyn Cameron Heritage staff)

- c. Grow In-Region Partnerships...to connect to constituents 12:30
 - i. TBEX Report from host, Visit Billings (Aly Murnion/Visit Billings)
 - ii. Cultural Sensitivity Opportunity

- d. Support Tourism Product Development
 - i. Update on Eastern Montana Initiative (Brenda)
- VI. Committee/Task Force and Board Reports (pages 18-31) 1:45
 - a. Grants Committee (Chip Watts)
 - i. No new applications for Dec. 1 deadline
 - ii. Next deadline is March 1
 - b. Nominating Committee (Chip Watts)
 - i. Terms ending June 30: Chip Watts; Peggy Iba & Executive Board
 - c. Marketing Project Committee Update
 - i. Travel Guide cover options ACTION
 - d. Other announcements
 - i. Update on International Dark Skies Association – Montana Chapter (Sabre Moore)
 - ii. Updates from around the region – 3 minutes max
 - e. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change. (pages X-X)
 - i. April 15 (Billings)
 - ii. June 17 (Colstrip)
- VII. Meeting Adjourns

Please join us for a short tour (optional) of Wood n Woven at 519 Montaque St. 3:00

NOTE: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Public comment is welcome on all items.



Visit Southeast Montana is managed by the Billings Chamber of Commerce