



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

October 30, 2019 from 1:00- 3:30 p.m.
Yellowstone Jewel Events Center
11421 Valley Dr. East
Miles City, MT 59301

Meeting Agenda

- I. Welcome and Introductions – Dale Galland (Board Chair) 1:00
- II. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)
- III. Consent Agenda ACTION 1:05
 - a. Approval of June 19, 2019 Meeting Minutes (pages 1-4)
 - b. Financial Overview – John Brewer (pages 5-8)
 - c. Variance report and Financials, May - June, 2019 and July 1 – Sept. 30, 2019
 - d. Updated Lodging Tax Revenue Report (page 9)
- IV. STRATEGIC DISCUSSION 1:15
 - a. Marketing Update - Brenda Maas (link/packet forthcoming)
 - b. FY19 Audit Update (page 10-11)
 - c. Revised FY20 Budget – John Brewer (page 12) ACTION
- V. STRATEGIC GOALS – Kristen Sackett of Windfall 1:45
 - a. Produce Quality Marketing Initiatives (packet/link forthcoming)
 - i. FY19 Media Performance Final Report
 - ii. SEMT Website Update
 - iii. FY20 Media Plan ACTION
 - b. Develop Marketing Partnerships...outside the region 2:00
 - i. Nothing new to report
 - c. Grow In-Region Partnerships...to connect to constituents
 - i. Letters of Support - Brenda Maas (pages 13-18)
 - d. Support Tourism Product Development
 - i. Eastern Montana Tourism Initiative projects (\$163,250)
 - 1. MonDak Motorcycle Loop
 - 2. Living the Sloth Life
 - 3. Eastern MT Astrotourism
 - 4. Terry Kiosk

- VI. Committee/Task Force and Board Reports 2:10
- a. Grants Committee (Chip Watts)
 - b. Nominating Committee (Chip Watts)
 - i. New Director – Custer County (pages 23-27) ACTION
 - ii. Ex-officio – Brian Smith of BLM ACTION
 - iii. Resignation of Christa VanDyk (ex officio) (page 28)
 - c. Marketing Project Committee Update
 - i. Nothing new to report
 - d. Other announcements
 - i. Updates from around the region – Remind each Board Member to send detailed email about upcoming events, community changes to Michele F.
 - e. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change. (pages 35-36)
 - i. Jan. 15 (Terry)
 - ii. April 15 (Billings)
 - iii. June 17 (Colstrip)

VII. Meeting Adjourns

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