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**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](http://www.SoutheastMontana.com)

**April 17, 2018 – 10:00 a.m. – 2:00 p.m.**

**First Methodist Church**

**319 1st Street West**

**Roundup, MT 59072**

**Meeting Agenda**

1. Welcome and Introductions – Dale Galland (Board Chair) 10:00
   1. Welcome to Roundup – Dale Alger of First Methodist Church Board of Directors
   2. Introductions
2. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)
3. Approval of January 16, 2019 Meeting Minutes (pages 3-6) ACTION 10:15
4. Financial Overview - Brenda Maas (pages 7-8) 10:20
   1. Variance report and Financials, January – March, 2019 ACTION
5. STRATEGIC DISCUSSION 10:30
   1. Marketing Update by Brenda Maas (packet forthcoming)
   2. Presentation of FY20 Marketing Plan & Budget (attached) ACTION

1. STRATEGIC GOALS – Team Windfall 11:15
   1. Produce Quality Marketing Initiatives
      1. FY19 Media Updates
      2. Travel Guide Update
      3. SEMT Website Update
      4. Partner Website
      5. Video Updates

**LUNCH BREAK (Catered by Corner Café Malt Shop) 12:00**

* 1. Develop Marketing Partnerships**…**outside the region 12:30
     1. Montana Dinosaur Trail (Sabre Moore & Jenn Hall of Carter Co. Museum)
     2. Montana Heritage Foundation (Christine Whitlatch)
     3. Eastern Montana Tourism Partner Initiative (Brenda info to share)

* 1. Grow In-Region Partnerships**…**to connect to constituents 1:15
     1. Marketing Workshops and *semtpartners.com* (Brenda Maas)
     2. Letters of Support (pages 9-10)
     3. National Park Service (Mike Tranel, Superintendent of Powder River Group)
     4. Steve Wahrlich – updated on legislature, TAC and Governor’s Conference

* 1. Support Tourism Product Development 1:45
     1. Nothing new to report

1. Committee/Task Force and Board Reports 1:45
   1. Legislative Update (John Laney)
   2. Grants Committee (Chip Watts)
   3. Other announcements
      1. Updates from around the region – each Board Member shares information about upcoming events, community changes for 2-3 minutes
   4. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change.
      1. June 19 (Ekalaka)
2. Meeting Adjourns - Brief tour of Coila Evans Gallery 2:15

**Please join us for a brief tour of Coila Evans Gallery at 119 Main Street, Roundup**

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

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Visit Southeast Montana is managed by the Billings Chamber of Commerce