

**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)

**June 19, 2019 from 10:30 a.m. – 2:00 p.m.**

**Ekalaka Events Center**

**209 W. Speelmon St.**

**Ekalaka, MT 59324**

**Meeting Agenda**

1. Welcome and Introductions – Dale Galland (Board Chair) 10:30
	1. Welcome to Ekalaka – Eva Grimes, Ekalaka Chamber of Commerce
	2. Introductions
2. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)
3. Approval of April 17, 2019 Meeting Minutes (pages 3-5) ACTION 10:45
4. Financial Overview – John Brewer & Brenda Maas (pages 6-10) 10:50
	1. Variance report and Financials, April - May, 2019 ACTION
	2. Updated Lodging Tax Revenue Report
	3. Proposed Admin Budget
	4. Proposed Private Funds Budget ACTION
5. STRATEGIC DISCUSSION 11:15
	1. Marketing Update - Brenda Maas (packet forthcoming)

1. STRATEGIC GOALS – Kristen Sackett of Windfall 11:30
	1. Produce Quality Marketing Initiatives – view or download at: <https://www.dropbox.com/s/bz0t1qlzr9mjv7i/SEMT_BM_0619_PPT_KVS%20MB_FINAL.pdf?dl=0>
		1. FY19 Media Performance Update
		2. Photo Library Update
		3. SEMT Website Update

**LUNCH BREAK (Catered by Stompin’ Grounds) 12:00**

* 1. Develop Marketing Partnerships**…**outside the region 12:30
		1. Montana Heritage Foundation Presentation (Christine Whitlatch)
		2. International Dark Skies Association (John Ashley)
		3. Update on Eastern Montana Tourism Partner Initiative (Brenda & Jeff)
			1. See complete presentation here: <https://www.dropbox.com/s/fqwwhqv91opaz8t/EMT%20Tourism%20Partner%20Initiative_Meetings_June%202019_SEMT.pdf?dl=0>
	2. Grow In-Region Partnerships**…**to connect to constituents 1:15
		1. Presentation of video, other news from Glendive CVB (Christine Whitlatch)
		2. Letters of Support and MOTBD event grants - Brenda Maas (pages 14-20)
		3. Update on TBEX (Brenda Maas)
			1. Fams (pages 21-25 )
			2. Reminder of TBEX “Deals”
				1. Submit to Visit Southeast Montana’s TBEX landing page here: [https://southeastmontana.com/deals](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fsoutheastmontana.com%2fdeals&c=E,1,_mMlYHGSZFdU81oFd9EqYfhyjJnRtLieH_UQZ64_iVp64FQh_hgA2gHDnleEzC53o84rmwdklHBZHVko9cJSbORvcnxDAqfNTWjd8o90pLWZHE0Nw-7uHcM,&typo=1)
				2. Ongoing until event Sept. 11-13, 2019
	3. Support Tourism Product Development 1:45
		1. Nothing new to report
1. Committee/Task Force and Board Reports 1:45
	1. Grants Committee (Brenda Maas for Chip Watts)
	2. Nominating Committee (Brenda Maas for Chip Watts)
		1. New Directors (pages 30-36) ACTION
		2. Ex-officio – Glendive CVB ACTION
		3. Expiring/Renewable seats ACTION
		4. Executive Board ACTION
	3. Marketing Project Committee Update (Sabre Moore)
	4. Other announcements
		1. Updates from around the region – each Board Member shares information about upcoming events, community changes for 2-3 minutes
	5. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change.
		1. FY20 Board Schedule TBD – Board Retreat/Strategic Session in fall
2. Meeting Adjourns - Brief tour of Carter County Museum 2:30

**Suggested Stop at Medicine Rocks State Park**

*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