



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

February 7, 2017 at 2 – 4 p.m. Conference Call

Conference Call Number: 866-876-1424

Access Code: 2945270

Web site: <https://integra.callinfo.com/>

Meeting AGENDA

- | | | |
|-------|--|---------------|
| I. | Welcome and Introductions - Chip Watts (Board Chair) | 2:00 |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of Dec. 11, 2016 Meeting Minutes (pages 3-4) | <u>ACTION</u> |
| IV. | Financial Overview | 2:05 |
| | a. Variance report and Financials, Nov. – Dec. (pages 10-12) | <u>ACTION</u> |
| | b. Audit Update | |
| V. | STRATEGIC DISCUSSION – Brenda and Mercury | 2:10 |
| | a. Present FY17 Media Plan & Budget Adjustments including creative concept (PDF) | |
| VI. | American Airlines Update – John | 2:15 |
| VII. | 2018 Strategic Planning - John | 2:20 |
| | a. Board leadership | |
| | b. Results of survey (PDF) | |
| | c. Re-affirm identity and strategic goals | |
| VIII. | STRATEGIC GOALS | 3:15 |
| | a. Produce Quality Marketing Initiatives | |
| | i. Brief Marketing Update – Brenda & Aly | |
| | 1. Trade Shows | |
| | 2. Consumer e-blasts | |
| | 3. Fresh Tracks/Randy Newberg viewing dates | |
| | 4. Social Media | |
| | 5. Fam Tours – past & upcoming | |
| | b. Grow In-Region Partnerships...to connect to constituents | 3:25 |
| | i. Partner e-blasts (Aly) | |

- ii. Partner website (Aly)
 - c. **Support Tourism Product Development**
 - iii. Nothing to report at this time
- IX. Committee/Task Force and Board Reports 3:30
- a. Executive Committee - Chip
 - i. Board roster and committees (attached) – Openings
 - ii. Application of Christine Whitlatch ACTION
 - iii. Board calendar
 - b. Marketing Grants - Dale/Brenda
 - i. Balance available remains at \$4,190
 - c. Legislative Update/Tourism Matters - John Laney
 - i. Legislative positions ACTION
 - ii. Tourism Matters request (\$1,000) ACTION
 - iii. Billings Chamber of Commerce Annual Breakfast ACTION
 - d. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change
 - i. April 13 (Little Bighorn Battlefield National Monument)
 - ii. June 15 (Miles City)
- X. Meeting Adjourn

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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