



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

November 21 @ 10 a.m. Conference Call

Conference Call Number: 866-876-1424
Access Code: 2945270

Meeting Agenda

- | | | |
|------|---|---------------|
| I. | Welcome and Introductions - Chip Watts (Board Chair) | 10:00 |
| | a. Welcome | |
| | b. Roll Call for Quorum – John Brewer | |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of September 19, 2017 Meeting Minutes (pages 3-8) | <u>ACTION</u> |
| IV. | Financial Overview – Megan Stevenson | 10:10 |
| | a. Variance report and Financials, Sept - Oct, 2017 (pages 9-10) | <u>ACTION</u> |
| | b. MOTBD Projections Update – Brenda Maas | |
| | c. FY18 Unrestricted Funds budget (page 11) | <u>ACTION</u> |
| V. | STRATEGIC DISCUSSION – Brenda Maas and Team Windfall | 10:20 |
| | a. Update on unrestricted fund projects | |
| | i. Corporate Sponsorship | |
| | ii. Micro-site for Visit SEMT Website | |
| | iii. Tear-off Maps | |
| VI. | STRATEGIC GOALS | 10:30 |
| | a. Produce Quality Marketing Initiatives | |
| | i. Website Update - Team Windfall (page 12-13) | |
| | ii. View Creative (11.20.17 packet) | |
| | iii. Marketing Update from FY17 – Brenda Maas (11.20.17 packet) | |
| | iv. Trade Show Update - Brenda | |
| | b. Develop Marketing Partnerships...outside the region | |
| | i. No report at this time | |
| | c. Grow In-Region Partnerships...to connect to constituents | |
| | i. Workshops – update from Brenda Maas | |

- d. Support Tourism Product Development
 - i. No report at this time

- V. Committee/Task Force and Board Reports 10:45
 - a. Legislative Update/Tourism Matters/Voices – Dan Brooks (page 14)
 - i. Legislative Committee Development
 - ii. Update on other committees – Brenda Maas (page 15-21)
 - b. Other announcements
 - i. Updates from around the region – each Board Member shares information about upcoming events, community changes for 2-3 minutes
 - c. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change.
 - i. January 16 (Forsyth)
 - ii. April TBD (Laurel or Billings) – note conflict with Governor’s Conference
 - iii. June 19 (Broadus)

- I. 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.

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