



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

January 16, 2018 – 10:00 a.m. – 2:00 p.m.

Sleep Inn

**1006 S. Haynes Ave
Miles City, MT 59301**

Meeting Agenda

- | | | |
|------|---|---------------------|
| I. | Welcome and Introductions – Dale Galland (Board Chair) | 10:00 |
| | a. Welcome to Miles City by John Laney, Chamber/CVB Executive Director | |
| | b. Introductions | |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of November 14, 2018 Meeting Minutes (pages 3-7) | <u>ACTION</u> 10:10 |
| IV. | Financial Overview - Brenda Maas (pages 8-9) | 10:15 |
| | a. Variance report and Financials, November – December, 2018 | <u>ACTION</u> |
| | b. Updated Projected Revenue Report (page 10-11) | |
| V. | STRATEGIC DISCUSSION | 10:30 |
| | a. Presentation on One Big Sky District (Katy Easton of Downtown Billings Alliance) | |
| | b. Marketing Update by Brenda Maas (packet forthcoming) | |
| VI. | STRATEGIC GOALS – Team Windfall | 11:15 |
| | a. Produce Quality Marketing Initiatives | |
| | i. FY19 Media Updates | |
| | ii. Travel Guide Update | |
| | iii. SEMT Website Update | |
| | iv. Partner Website | |
| | v. Video | <u>ACTION</u> |
| | b. Develop Marketing Partnerships...outside the region | 11:45 |
| | i. Eastern Montana Tourism Partner Initiative (page 12)
(Jeff Ewelt & Brenda Maas) | |
| | LUNCH BREAK (Catered by Main Street Grind) | 12:00 |

- c. Grow In-Region Partnerships...to connect to constituents 12:30
 - i. Marketing Workshops
 - ii. Letters of Support (pages 14-16)
 - iii. Governor's Conference – encourage Partners to attend
 - iv. State Parks – presentation by Chris Dantic, Park Manager

- d. Support Tourism Product Development 1:00
 - i. *One Big Sky District [presented earlier for timing]*
 - ii. Request for Letter of Support for SB 24 (pages 26-27) ACTION
(Montana Night Skies Trail (Brenda Maas))

- VII. Committee/Task Force and Board Reports 1:15
 - a. Ex Officios Recommendations ACTION
 - i. Mike Tranel of NPS
 - ii. Chris Dantic of MT FWP
 - iii. Aly Murnion of Visit Billings
 - b. Legislative Update (John Laney)
 - c. Grants Committee (Brenda Maas, in lieu of Chip Watts)
 - d. Marketing Committee (Sabre Moore)
 - e. Other announcements
 - i. Updates from around the region – each Board Member shares information about upcoming events, community changes for 2-3 minutes
 - f. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change.
 - i. April 17 (Roundup)
 - ii. June 19 (Ekalaka)

- VIII. Meeting Adjourns - Brief tour of Tongue River Winery at 99 Morning Star Lane 2:00

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