



## Application and Qualifications for 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.*

**INTRODUCTION:** Visit Southeast Montana (SEMT) board members are chosen from individual applicants from within the region who exhibit a desire to serve, coupled with knowledge and connection to the travel and tourism industry. They should be highly motivated individuals and community leaders committed to the furtherance of Visit SEMT's objectives to market the region as a destination: not merely their areas of influence. The Visit SEMT board makeup will consist of a balance of industry types and geographic locations. If chosen as a board member, it will be your obligation to creatively, respectfully, expeditiously and professionally move our region forward and showcase its wonderful attributes to increase visitors and visitor spending.

The Visit SEMT Board of Directors is an independent body in contract with the state to manage lodging tax expenditures. Visit SEMT is managed by the Billings Chamber of Commerce. Visit SEMT Board is the legal governing body with full fiduciary responsibility for all lodging tax expenditures, with the exception of the administrative fee which is overseen by the Billings Chamber Board.

The board's primary functions are to provide strategic direction, engage other stakeholders in the region and set policy. Subcommittees and task groups will provide additional direction in areas of specific need.

**PROCESS:** Applicants must complete the attached form and submit it by May 29, 2026. Applicants will be screened by the nominating committee. Recommendations by the nominating committee will be made to the full board. The board will then take action to appoint new board members. Staff will contact new board members and inform them of their selection, term, beginning date and orientation date.

**BOARD MAKEUP:** To operate at the utmost efficiency while being completely representative of the region, the board is of a size and makeup that is strategic in thinking, and engaged. There shall be up to three representatives from each county (must reside in that county) and each Indian Reservation (must reside on that reservation and be an enrolled member of that tribe); up to six (6) at large members; one ex officio position for each state designated CVB (in the Southeast Montana Tourism Region) allowing for strong communications and opportunities for marketing partnerships; and up to four (4) ex officio positions for major attractions, communities

(officials from chambers, city, and county), or others as deemed essential to the fulfillment of the mission. The Board of Directors shall consist of no less than fifteen (15) and no more than twenty-one (21) directors with the power to vote, and any number of non-voting ex- officio directors. The members of the Board of Directors shall each hold office for a term of three (3) years.

**QUALIFICATIONS OF BOARD OF DIRECTORS:** Candidates for the Board of Directors shall meet the following general criteria:

- (1) reside within their designated county or reservation, except for representatives of the Agencies;
- (2) be committed to the well-being of the Southeast Montana region;
- (3) stand as a respected citizen or leader;
- (4) be able to work effectively as part of a group;
- (5) be competent in an area that assists with the achievement of the Corporation's objectives;
- (6) be able to maintain a commitment for the full term of the directorship; and
- (7) balance the Board in terms of representing visitor services, attractions, and general businesses

**BOARD SELECTION PROCESS:** Selection of Visit SEMT board members will take place via a nominating committee of the board on an annual basis. A nominating committee will be engaged year-round to identify potential new members. Those candidates would be vetted by the committee and ratified by the board.

**BOARD MEETINGS:** Meetings will be held at least quarterly with the location of meetings to rotate throughout Southeast Montana. Board attendance will be reviewed periodically at which time the Chair of the Board has the discretion and authority to advise those directors not complying with attendance policies that their absence is construed as resignation from the Board. Allowance for extenuating circumstances may be made. Mileage expenses to attend these meetings may be reimbursed, if not covered by the member's organization.

**BOARD ORIENTATION:** Prior to each new board member's first meeting, a thorough orientation shall be provided and will include the following elements: Board member duties and expectations; bylaws review; conflict of interest policy review to include their signature; mission; financial review; historical perspective of the organization; overview of the tourism assets within the region; marketing plan overview; travel statistics pertaining to the region; trends; insurance coverage; meeting dates and attendance requirements; past successes and current promotional campaigns and more.

#### **BOARD GOVERNANCE RELATIONSHIPS & RESPONSIBILITIES**

##### **To Visit Southeast Montana Policy**

Your status is that of an individual acting in a governance capacity. You have the right to exert your influence with the Board for approval of actions and policies, but your authority does not go beyond your vote. You have no authority as an individual to commit Visit SEMT to any action or policy.

##### **To the Public**

You are an official representative of the regional stakeholders within Southeast Montana. You should defend Visit SEMT against criticism and take steps to remedy conditions that cause justified criticism.

##### **To the Staff**

Your responsibility for the Visit SEMT staff is limited to that of advisor. The President/CEO is responsible for hiring, firing, and management functions of all staff members.

**To Committees & Task Forces**

You have a responsibility to keep informed about the activities of all committees and task forces because you may eventually be asked to study and act on their recommendations. You also have a responsibility to see that all committees and task forces operate within established structure and guidelines.

**To the Board**

You are a co-partner in the important work of the Board to improve economic and civic life throughout Southeast Montana. You have assumed a position of public trust. You should disassociate your personal interests from Visit SEMT activities.

**To the Program of Work**

You must understand the relationship between the Board and Visit SEMT's plan of action in order to reach established objectives. Remember, Visit SEMT's marketing plan charts a future course of action, furnishes measurements for performance and serves as a challenge to stakeholders to meet their responsibilities. The liaison with Visit SEMT's Advertising Agency and other vendors shall be staff working at the direction of the board.

**To the Budget**

Financial support of Visit SEMT comes from Lodging Tax and private sources such as fundraising projects, visitor guide, and annual investments. Visit Southeast Montana operates on a budget approved by the Board. It is the responsibility of Visit SEMT staff to get maximum results from available funds and to operate within the approved budget. The budget, marketing plan and project applications must be approved by the state.

STATEMENT OF GOVERNANCE

- Actively support, promote and participate in Visit SEMT's mission;
- Ensure steady financial growth through private investments;
- Work with strategic partners to allow our region to move forward;
- Have an oversight of Visit SEMT's strategic plan and accountability measures tied to that plan;
- Ensure communication with stakeholders so they are aware of what we are doing;
- Have a close and productive relationship with the President/CEO.

If I am elected to the Visit Southeast Montana Board of Directors, I agree to adhere to content addressed in this document.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



**Application for Visit Southeast Montana Board  
Membership**

Applications due: May 29, 2026, 5:00pm

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone (406) \_\_\_\_\_ Cell (406) \_\_\_\_\_

Email \_\_\_\_\_

County \_\_\_\_\_

There shall be up to three representatives from each county (must reside in that county) and each Indian Reservation (must reside on that reservation and be an enrolled member of that tribe). This will ensure a balanced board that is representative of the region in its decision making.

Check one:

\_\_\_\_\_ I am the owner/manager of my organization and am able to participate in all Visit Southeast Montana activities at will.

\_\_\_\_\_ I am not the owner/manager of my organization. Participation in Visit Southeast Montana activities (board meetings, travel, etc) must be approved by another person. Realizing the time commitment and expenses required to be a board member, I have attached a letter from my owner/manager supporting my participation and allowing me to travel during work hours.

I am a resident of, and will represent the COUNTY/RESERVATION of (check one only):

\_\_\_\_\_ Crow; \_\_\_\_\_ Northern Cheyenne; \_\_\_\_\_ Big Horn; \_\_\_\_\_ Carter;

\_\_\_\_\_ Custer; \_\_\_\_\_ Dawson; \_\_\_\_\_ Fallon; \_\_\_\_\_ Golden Valley;

\_\_\_\_\_ Musselshell; \_\_\_\_\_ Powder River; \_\_\_\_\_ Prairie; \_\_\_\_\_ Rosebud;

\_\_\_\_\_ Treasure; \_\_\_\_\_ Yellowstone; \_\_\_\_\_ Wibaux

Please provide a short biography and career history (may be in the form of an attached resume).

Please briefly describe your past and present involvement in the tourism industry and how this background can be utilized to fulfill the mission of Visit Southeast Montana (other tourism association and industry involvement, relevant experience through your career, etc)

Please provide a short synopsis explaining why you would make a good director (leadership skills, knowledge of the region, etc)

OPTIONAL: Please attach letters of support from your local chamber, county or city government, attractions and other industry partners that will show support for your application. Feel free to attach any letters if you choose.

**Return this application to: [wendy@southeastmontana.com](mailto:wendy@southeastmontana.com);**  
Visit Southeast Montana; PO Box 31177, Billings, MT 59107-1177  
406-869-3729



*Visit Southeast Montana is managed by the Billings Chamber of Commerce*