



BOARD OF DIRECTORS MEETING AGENDA

Thursday, December 12, 2024 | 10:00 AM – 11:45 AM | Sleep Inn/Mainstay Suites, 520 Country Club Blvd, Great Falls MT 59405

Times are approximate and agenda items may be taken out of order.

10:00 | 1. Call to Order, Welcome, Introductions – Jesse Anderson

10:05 | 2. Public Comment – Jesse Anderson

Opportunity for public comment related to items on the agenda.

10:10 | 3. Consent Agenda – Jesse Anderson

a) approve [11-14-2024](#) Minutes

b) accept [November 2024](#) Financials

10:15 | 4. Board Reports – Jesse Anderson

Ask questions of agencies, partners, and CVBs

10:20 | 5. Travel Planner Outline – Rebecca Engum

Approve/deny [content outline](#) for NEW Central Montana Travel Planner.

10:30 | 6. Board Discussion: Leadership – Jesse Anderson

Break into groups. Discuss the job of the Board and the future leadership needs of the organization.
Take action as needed.

10:45 | 7. Central Montana Winter Fair Cooperative Marketing Grant Request – Rebecca Engum

Approve/deny \$1,000 [Montana Winter Fair](#) Cooperative Marketing Grant Request for paid social media marketing of Winter Fair 2025.

10:50 | 8. Lewistown Tourism Business Improvement District Yellowstone Journal Cooperative Marketing Grant Request – Rebecca Engum

Approve/deny \$2,500 [Lewistown Tourism Business Improvement District](#) Cooperative Marketing Grant Request to place print ad with digital support in Yellowstone Journal.

10:55 | 9. Strategy Discussion: Promotion Standards – Rebecca Engum

Break into groups. Discuss what parameters are necessary for promotion.

11:10 | 10. Governance Committee Report – Becky Miller

Take action as needed.

11:15 | 11. Destination Development Committee Report – Becky Miller

Take action as needed.

11:20 | 12. Marketing Committee Report – Becky Miller

Take action as needed.

11:25 | 13. Executive Committee Report – Jesse Anderson

Take action as needed.

11:30 | 14. Executive Director Report – Rebecca Engum

11:40 | 15. Public Comment – Jesse Anderson

Opportunity for public comment related to Central Montana Tourism.

11:45 | 16. Meeting Adjourned – Jesse Anderson

Join Zoom Meeting

<https://us02web.zoom.us/j/5456501810?pwd=WjlybXp5dkl5MjEzNEMwZ2ZVT3RDUT09&omn=87361687064>

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