



BOARD OF DIRECTORS MEETING MINUTES

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

DIRECTORS: *Samantha French, Elizabeth Moore, Joellyn Clark, Becky Miller, Jesse Anderson, Cassie Coburn, Ralph Corbett, Cheri Hirst, Shane Adams, Carol Ann Schaeffer*

STAFF: Rebecca Engum

GUESTS: Linda Brown, Stefanie Brown, Kattie Meyer

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

10:01 | 2. Public Comment – Jesse Anderson

Opportunity for public comment related to items on the agenda.

NO PUBLIC COMMENT

10:03 | 3. Consent Agenda – Jesse Anderson

a) approve 11-14-2024 Minutes

b) accept November 2024 Financials

ACTION TAKEN

Motion made to approve consent agenda. Seconded. No discussion. All in favor. None opposed. Motion carried.

10:05 | 4. Board Reports – Jesse Anderson

Ask questions of agencies, partners, and CVBs

NO ACTION TAKEN

10:06 | 5. Travel Planner Outline – Rebecca Engum

Approve/deny content outline for NEW Central Montana Travel Planner.

ACTION TAKEN

Motion made to approve content outline for NEW Central Montana Travel Planner. Seconded. Discussion regarding QR codes, design, advertising, lodging content, resident recommendations. All in favor. None opposed. Motion carried.

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.

NO ACTION TAKEN

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.

ACTION TAKEN

Motion made to approve \$1,000 Montana Winter Fair Cooperative Marketing Grant Request for paid social media marketing of Winter Fair 2025 and require past and future analytics for marketing placement and impact data regarding attendance. Seconded. Discussion of number of years funding this project, amount of funds available, need for reporting. All in favor. None opposed. Motion carried.

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.

ACTION TAKEN

Motion made to ask Lewistown to participate in Central Montana's group placement for Yellowstone Journal with leads. If offer rejected, provide \$1,000 Lewistown Tourism Business Improvement District Cooperative Marketing Grant Request to place print ad with digital support in Yellowstone Journal. Seconded. Discussion of number of years funding this project, total cost of placement, lack of leads with Lewistown's placement, group placement, long-term approvals and denials. All in favor. None opposed. Motion carried.

11:05 | 9. Strategy Discussion: Promotion Standards – Rebecca Engum

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

NO ACTION TAKEN

11:22 | 10. Governance Committee Report – Becky Miller

Take action as needed.

No meeting, no report provided.

11:23 | 11. Destination Development Committee Report – Becky Miller

Take action as needed.

No meeting, no report provided.

11:23 | 12. Marketing Committee Report – Becky Miller

Take action as needed.

Miller, Coburn, and Schaeffer provided report

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

Take action as needed.

Anderson provided report. Discussion regarding Governor's Conference Attendance. Consensus to pay for early registration and reimburse 2-nights lodging at conference rate for all Board members to attend.

11:35 | 14. Executive Director Report – Rebecca Engum

Engum provided report.

11:45 | 15. Public Comment – Jesse Anderson

Opportunity for public comment related to Central Montana Tourism.

Review website for incorrect information and forward that to Rebecca to get content updated. Winnett Christmas stroll is tomorrow. Coyote Classic Basketball Tournament today – Saturday. Chamber Casino Night fundraiser in Joplin on New Year's Eve.

11:47 | 16. Meeting Adjourned – Jesse Anderson