

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

Thursday, March 9th 2023

O’Haire Motor Inn
17 7th Street South
Great Falls, MT 59401

BOARD MEMBERS PRESENT: BECKY MILLER, KIM BARKER, CHANDRA MOOMEY, JESSE ANDERSON, REBECCA ENGUM, SCOTT ARENSMEYER, KIM BARKER, CHERI HIRST, JESSE ANDERSON, CONNIE JENKINS

VIA ZOOM: RITA CHRISTIAN, CHERI HIRST, KATIE MISSIK, CASSIE COBURN, SAMANTHA FRENCH, SHARALEE SMITH, CAROL ANN SCHEAFFER, RALPH CORBETT, JUDY TEMPEL

BOARD MEMBERS ABSENT: ELIZABETH MOORE, HANNAH WEBER, BARB BOUMA, MISHELLE FISHER, GEORGE HORSE CAPTURE, JR., NATALIE FLORES, AMBER COBURN, CARLY WHEATLEY, CRISSY BAUMAN

OTHERS PRESENT: KATTIE MEYER, STEFANIE BROWN, SHAWN PETERSON, LINDA BROWN, JAMES COOLER, JESSICA FAGERBAKKE

Miller – Call meeting to order. Start time: 10:02 AM

Introductions

REPORTS:

- **GREAT FALLS CVB:**
 - R ENGUM – CVB is in the middle of their strategic planning RFP. Participating in trade shows again. Will be in Calgary and hopes to learn more about the Canadian markets. This trade show seems to favor CVB’s over Regions. Expect FY23 to be a soft years. GF Board looking into micro niches. Will be doing some more indepth research. Cutting out buyer shows and focus on smaller group activities. A lot of it will have to do with availability of smaller facilities. Looking into trimming the markets that they focus on. This week we got to learn more about the direction that the state’s Office of Tourism. Focus will be on “How Do You Montana”? All DMO’s are turning in requested information for a lawsuit that the state is a part of against Google. Will visit with J Cooler about a potential Book Store Tour. Working to see the value of an collaboration.

- **TEMPEST REPORT:**
 - Looking forward to collaborate with all agencies. Lot of conversation with their team internally as we work to expand astrotourism and agritourism. The goal is to compliment paid media efforts. Also beginning to study the analytics that show what part of site is getting the most traffic. James will share video shoot in White Sulphur Springs. They use a lot of drop box and webdam content but looking forward to using filecamp for content sharing.

- **WENDT REPORT:**
 - See Report No: 23-CM-7000.

- **BANIK REPORT:**
 - No Report.

- **RFP #2023-01:**
 - Kim Barker reports. Scoring session on February 28th. Scoring was within 5% difference, so we will be holding oral interviews on 03.09.23.

- **RFP #2023-01:**

- R Engum reports. Because 2 proposals withdrew, by default we went with The Hingston Roach Group. We did have three great proposals. R Engum is a big fan of strategic planning, which helped the committee understand what we were supposed to be scoring against. Were within the 5% range, but mostly that was due to the scoring categories and values. Even though we were going to go to oral interviews, the difference between the two could not be made up with points available moving forward. This in effect caused the one of two candidates left to withdraw.

- **EXECUTIVE DIRECTOR'S REPORT:**

- J Cooler Presents – Please See Director's Report.
- J Cooler Presents 1st Draft of FY24 Marketing Plan.

- **INQUIRY REPORT:**

- J Cooler Presents
- S Arensmeyer asks what is driving the metrics up? Combination of better social media efforts, paid media efforts, and an increase in desire to travel.
- K Meyer addresses the ability to hold a steady upward trend. It will be key to have a stronger creative budget in order to see an increase in creative content which will allow us to avoid creative fatigue.
- R Engum suggests focusing on a military market. Suggests if we can diversify our markets and what we are focusing on.
- C Moomey asks if our strategic planning efforts will help us achieve this goal and when it will start.
- J Cooler states that we have started our strategic planning efforts with a literature review and data dump.
- R Engum asks what agritourism persona and experience looks like?
- B Miller states that we will have a large focus on both agritourism and astrotourism.
- J Cooler updates on how we are looking to understand this market ranging from property owner insurance to farm to table efforts.
- S Peterson talks about people that are into crop growth.
- J Faggerbakke – Their community has had a lot of interest. Offers tours.
- K Barker – State is throwing grant funds.
- C Moomey – Talks about a company that has tours that include food.
- R Engum – Have to do some hand holding to get this market to develop. Color sorter at Timeless Seeds sorts their seeds.
- R Engum – work with chambers and research centers to develop tours.

ACTION ITEMS:

- **APPROVAL OF MINUTES for FEBRUARY 9th, 2023 BOARD MEETING**

- B Miller proposes approval. Notes that we corrected on who was in attendance.
- B Miller Motions.
- K Barker Seconds.
- Motion is Approved.

- **APPROVAL OF FINANCE TRANSACTIONS FOR FEBRUARY 2023**

- Scott asks about moving from US Bank to Stockman.
- J Cooler Updates. ABA CMT was not on the name of account. Will keep US Bank open through audit. We are operating out of Stockman Bank.
- R Engum updates that we requested all of our available funds were requested for 3rd Quarter Lodging Tax Release. Motions to Approve.
- C Moomey Seconds.

- Motion is Approved.
- **APPROVAL OF FY23 BUDGET REALLOCATION**
 - J Cooler updates on budget adjustments. Please see 03.09.23 FY23 Budget Adjustments.
 - C Moomey Motions to Approve.
 - K Barker Seconds.
 - Motion is Approved.
- **APPROVAL OF STIPEND INCREASE FOR JAMES COOLER**
 - J Anderson shares update on J Cooler's Probationary Review.
 - Proposes increase in health stipend to \$500.
 - J Anderson asks if J Cooler's stipend increase would be retroactive back to February 1st 2023.
 - Board confirms that it should be.
 - S Arensmeyer Motions to Approve.
 - R Engum Seconds.
- **OPEN DISCUSSION:**
 - J Anderson – Not many updates for Liberty County. Chamber of Commerce Lip Sync Battle coming up.
 - C Jenkins – Ft. Benton has minimal activity. Fishing Tournament moved to June. Summer celebration is June 23, 24 and 25.
 - J Faggerback – MAT Theater is in full swing in Havre. Hi Line Curling Club coming up. Job Fair coming up. Hoop Fest coming up. Bear Paw Marathon coming up.
 - R Engum asks if Havre CVB coming back. Board confirms that it is.
 - R Christian – Ivan Boyd inducted into The Outstanding Montana's Club.
 - S French – Blaine County has the Montana Seed Show is coming up. Oldest continually running seed show in the state. Chinook Chamber will be meeting later this month.
 - Carol Ann – April 29th is the official grand opening of Winnet Community Center. Will be meeting with contractor for restroom and shower restoration refurbishment.
- **Meeting Adjourned** – Meeting Adjourned at 11:48 AM.

Respectfully,

James Cooler

