

## CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

Thursday, June 8<sup>th</sup> 2023

Montana Style Bed & Breakfast  
10975 River Rd, Havre, MT 59501

**BOARD MEMBERS PRESENT:** BECKY MILLER, JESSE ANDERSON, REBECCA ENGUM, MISHELLE FISHER, SCOTT ARENSMEYER, CAROL ANN SCHAEFFER, JUDY TEMPEL, SAMANTHA FRENCH, CHANDRA MOOMEY, JESSICA FAUGERBAKKE

**VIA ZOOM:** RITA CHRISTIANS, SHARALEE SMITH, CHERI HIRST, RALPH CORBETT, CONNIE JENKINS, CARLY WHEATLEY, ELIZABETH MOORE, CASSIE COBURN, HANNAH WEBER

**BOARD MEMBERS ABSENT:** BARB BOUMA, AMBER COBURN, GEORGE HORSE CAPTURE, JR., NATALIE FLORES, CRISSY BAUMAN

**OTHERS PRESENT:** JAMES COOLER, LORRAINE ROACH, KATTIE MEYER, STEFANIE BROWN, LINDA BROWN, KATYA PETERSON

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

Introductions

### **REPORTS:**

- **INQUIRY REPORT:**
  - **J Cooler Presents**
  
- **GREAT FALLS CVB:**
  - **R Engum** – Been busy with strategic planning. Searching for guest services manager. No increase in airline traffic coming in. Hosted TAC Meeting on June 5-6. Went very well. Sending invoice to CMT for their contribution. Working to finish the fiscal year strong with investments in kiosks.
  
- **HAVRE CVB:**
  - **J Faugerbakke** – Just presented at TAC earlier this week. Just hosted Bear Paw Marathon last Saturday and the turnout was good with great reviews. With the CVB budget they are working on a brochure and website updates. Havre is the in between for a lot of traffic, so working to influence them to stay in Havre and take in some of the local attractions.
  
- **WENDT REPORT:**
  - **K Meyer** – Presenting FY24 Autumn Campaign only so that they can be responsive to trends they see when gearing up FY24 Winter Season. Happy to be able to present plan this early before the next fiscal year.
  - **Carol Kruger and Julie Seaman** – Presents FY24 Autumn Season Campaign.
  - **K Meyer** – State has banned TikTok, so they are working on alternate strategies.
  - **B Miller** – Asks about content.
  - **J Tempel** – Any media based around Native American content.
  - **K Meyer** – Explains the digital term for native content. However, they have highlighted Bear Paw Battlefield in 2020, which went well. However they do not currently have much Native American content assets. Will work towards getting more.
  - **R Engum** – Any input from the marketing committee and their review?
  - **C Moomey** – This is new, but J Cooler and K Meyer spoke to the timing and only presenting FY24 Autumn Season Campaign. However, Wendt noted that we would be responsive moving forward to the

media plan. Agritourism and Astrotourism, which given that this is in our goals and metrics, this is what they are focusing the media plan on. J Cooler will be using winter content for organic social media.

- **R Engum** - \$1000.00 for youtube shorts in saturated markets might not be very effective.
- **K Meyer** – refers to the markets they are in that are in the FY24 Autumn Season Campaign.
- **R Engum** – If we divide that between 5 markets that is only \$200 per market.
- **C Kruger** – answers that they are in on ones that are effective.
- **C Kruger** – Take initial ITRR and then respond to metrics that they see. Reference that across different data points to keep refining the target markets and audience are.
- **J Cooler** – ITRR comment
- **K Meyer** – Accidentally shared an old version and new will be sent out.

- **TEMPEST REPORT:**

- **L Brown** – Updates on video. Have worked with Wendt to get some of the winter assets to Wendt for winter campaign. Had videographer in Havre for astrotourism, but smoke interfered. Still working on getting the weather to cooperate. Mobile adjustments and other short term updates for website and busy season. Gearing up for getting ideas redesign moving forward. Getting some ideas for agritourism lined out for a narrative before filming.

- **EXECUTIVE DIRECTOR’S REPORT:**

- **J Cooler** - Presents June 2023 Report

- **COOPERATIVE MARKETING GRANT APPLICATIONS:**

- **J Tempel** Presents

#### **ACTION ITEMS:**

- **APPROVAL OF FY24 AUTUMN PAID MEDIA PLAN**

- C Moomey Motions.
- R Engum Seconds.
- Motion Approved.

- **APPROVAL OF FY23 BUDGET REALLOCATION**

- C Moomey Motions.
- M Fisher Seconds.
- Motion Approved.

- **APPROVAL OF CITY OF SHELBY COOPERATIVE MARKETING GRANT APPLICATION:**

- J Tempel Motions.
- Sam French Seconds.
- Motion Approved.

- **APPROVAL OF MONTANA STOCKGROWERS ASSOCIATION COOPERATIVE MARKETING APPLICATION:**

- J Tempel Motions.
- Sam French Seconds.
- Motion Approved.

- **APPROVAL OF BOARD OF DIRECTORS FOR NEXT 3 FISCAL YEARS**

- Sam French Motions.
- Carol Anne Seconds.

- Motion Approved.
  
- **APPROVAL OF RECOMMENDATION OF OFFICERS BY THE NOMINATION COMMITTEE FOR FY24**
  - M Fisher Reports – Recommends keep board officers as they are for the next term.
  - M Fisher Motions.
  - E Moore Seconds.
  - Motion Approved.
  
- **APPROVAL OF MINUTES for April 13<sup>th</sup>, 2023 BOARD MEETING**
  - Sam French Motions.
  - J Anderson Seconds.
  - Motion Approved.
  
- **APPROVAL OF FINANCE TRANSACTIONS FOR April and May 2023**
  - R Engum Reports – No May board meeting.
  - R Engum Motions.
  - C Moomey Seconds.
  - Motion Approved.
  
- **OPEN DISCUSSION:**
  - **R Engum** – events listed on visitgreatfalls.org
  - **R Christians** – Ivan Doig Day on June 27<sup>th</sup> in Dupuyer.
  - **E Moore** – 25<sup>th</sup> anniversary for Lewis&Clarck on June 30 – July 2nd. Got to website for full details.
  - **C Wheatley** – Flywheelers hosting Pioneer Power Days. CMT Museum is open.
  - **C Anne** – Jam Session on July 1<sup>st</sup>.
  - **J Anderson** – Joplin Car Show coming up.
  - **S French** – Museum open 7 days a week 9-5. Wildlife Museum open 6 days a week and Sunday afternoon. New business opened up in Chinook. South Bridge on Bear Paw Battlefield is washed out. Working to fix and adjust as much as possible.
  - **M Fisher** – Carland Cruisers. This weekend Walleye Tournament.
  - **J Temple** – David Cowell Revival June 10-13. Public Food Safety event coming.
  
- **Meeting Adjourned** – Meeting Adjourned at 11: 33 AM.

Respectfully,

James Cooler

