

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

Thursday, August 10th 2023

Stage Stop Inn

1005 Main Ave N Choteau, MT 59422

BOARD MEMBERS PRESENT: BECKY MILLER, RALPH CORBETT, CAROL ANN SCHAEFFER, ELIZABETH MOORE, SCOTT ARENSMEYER

VIA ZOOM: CHANDRA MOOMEY, REBECCA ENGUM, JESSE ANDERSON, AMBER COBURN, CHERI HIRST, CARLY WHEATLEY

BOARD MEMBERS ABSENT: SAMANTHA FRENCH, JUDY TEMPEL, KATIE MISSIK, CONNIE JENKINS, CASSIE COBURN, MISHELLE FISHER, GEORGE HORSE CAPTURE, JR., NATALIE FLORES, JOELLYN CLARK, CRISSY BAUMAN

OTHERS PRESENT: LINDA BROWN, JAMES COOLER, KATTIE MEYER, TINA RULE

Miller – Call meeting to order. Start time: 11:08 AM.

Introductions

REPORTS:

- **INQUIRY REPORT:**
 - **J Cooler Presents**

- **GREAT FALLS CVB:**
 - **R Engum** – Room demand is soft or even down. Still monitoring room demand against last year and 2019. Temporary housing had thrown off numbers. Weekly report doesn't include smaller properties. New medical school opened. R Engum was part of the orientation for the new 109 students. Dorms and housing isn't complete yet. Housing is taking a little longer. Gibson hotel is open in downtown GF's. Estimates is that they are at %50 occupancy. Visitation for visitor center is up a small %. Town placed Suite slated to be 109 unit going up soon. Have heard indications that the Sentinal Contractors have started showing up in market. Strategic planning has entered research phase. Destination planning will begin as the next phase. May be starting a new professional basketball in GF's. New disc golf course open in GF's as well.

- **HAVRE CVB:**
 - **C Moomey** - J Faugerbakke resigned. Chamber is looking to hire a new director.

- **BANIK REPORT**
 - **S Brown** - Absent

- **TEMPEST REPORT:**
 - **L Brown** – Updates on recent changes made to the website. Included was a landing page in response to the NY Times article. Swapped out 12 experiences for new experiences. New newsletter signup section. Updated a lot of listings that were out of date due to covid. Working to get agritourism sections updated. Lodging section is updated. Provided some comps on how we can work itinerary development into the website. Lewistown Rodeo was shot. Will be shooting videos in Lewistown in August. Will be sending out questionnaire for feedback for the new redesign.

- **EXECUTIVE DIRECTOR'S REPORT:**
 - **J Cooler** - Presents August 2023 Report

- **WENDT REPORT:**
 - K Meyer – Presents FY24 Autumn Campaign Report through the end of July.
- **MARKETING COMMITTEE REPORT:**
 - C Moomey presents. Updates board on Agritourism Video shoot scheduled for August 18th and 19th in Lewistown. Moving forward, we will allow agencies more ability to hire and work with talent and models.

ACTION ITEMS:

- **APPROVAL OF Wendt Itinerary and Video Strategy:**
 - **K Meyer** – Presents FY24 Itinerary and Video Production Strategies. Approach is what Authentic MT experience are visitors looking for, and then matching up an itinerary with that. Will build a promo video around the itinerary. Itineraries will also be worked into the new website redesign. Moving forward, we can continue to build upon and add itineraries. The goal is to help visitors know how to move around the region and visit more than one community with conference. This could also be worked into the Travel Planner. Native content will also be built around this. There will be 4 itineraries.
 - **Family Fun** (Children Friendly Experiences)
 - **Adventure** (Bold Outdoor Experiences)
 - **Enriching** (Arts, Culture, and History Experiences)
 - **I Want It All** (Combination)
 - **C Moomey** – Presents Marketing Committee Meeting update that approved bringing this project to the board. The cost for 4 itineraries is \$50K. This has been approved by the Finance Committee. This will be for the full finished project. This does not include the cost of ad placement.
 - **B Miller** – Asks if this includes itinerary content. It does, but it will be in a copy format that can be worked into website redesign.
 - **S Arensmeyer** – Comments that it is hard to break down videos into short form with content we have had before. Will this footage allow us to accomplish this.
 - **C Moomey** – Confirms that this concern was part of the plans and discussions.
 - **K Meyer** – Also confirms that this concern has been strategically factored into the production of these itineraries and videos.
 - **B Miller** – We have gotten other footage through Tempest for Agritourism and Astrotourism that will be used for itineraries in future fiscal years.
 - **C Wheatley** – Do we have winter content?
 - **C Moomey** – Yes we do, it was shot in winter FY23. But we don't have winter as part of our FY24 Paid Media Plan.
 - **B Miller** – Will work in a backward fashion for winter video efforts.
 - **C Moomey** – Motions
 - **S Arensmeyer** - Seconds
 - **Motion is Approved**
- **APPROVAL OF MINUTES for July 13th, 2023 BOARD MEETING:**
 - **B Miller** – Update E Moore. Typo
 - **R Corbet** - Motions
 - **E Moore** - Seconds
 - **Motion is Approved**

- **APPROVAL OF FINANCE TRANSACTIONS FOR July 2023:**

- **J Cooler** – notes that FY23 Rollback class was included in these reports. Have since been updated. Can send out to anyone who would like to see them.
- **R Engum** – Notes that we are still on budget. No other issues or concerns
- **R Engum** - Motions
- **S Arensmeyer** - Seconds
- **Motion Approved**

- **OPEN DISCUSSION:**

- **C Moomey** – Havre Brewfest is Aug. 22nd. Football Season ramping up.
- **R Engum** – GF's is looking to create a wish list for new photo assets. Will be looking to collaborate with CMT on getting the most out of these efforts.
- **J Anderson** – Hotel has been full. Harvest has kept the area busy. Harvest Festival coming up in September.
- **C Wheatley** – Cowboy Poetry is this weekend. WWII Norden Bomb Site Opening coming up. Chokecherry Festival is on Aug 18-19. The Art Center has closed it's physical location, but SMD working to see how they can help.
- **R Corbett** – Heard of a motorcycle tourist is having a great time at the Sip & Dip.
- **S Arensmeyer** – Closed out the state fair last week. Numbers were up at the hotel for July.
- **E Moore** – Lewis and Clark Center has been busy. Strongest numbers since 2007. Staff is taking a poll on visitors to the gift shop and have found that visitors are seeing the center through online travel guides.
- **B Miller** – Last weekend Havre had a lot of baseball tournaments. Pow-wow was last weekend as well.
- **C Moomey** – Ft. Belknap is having powwow this weekend.
- **R Engum** – Great Western Show will run through next weekend.

- **Meeting Adjourned** – Meeting Adjourned at 11:13PM.

Respectfully,

James Cooler

