

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

Thursday, September 14th 2023

Petroleum County Community Center
207 W Main St
Winnett, MT 59087

BOARD MEMBERS PRESENT: BECKY MILLER, RALPH CORBET, CAROL ANN SCHAEFFER, CARLY WHEATLEY, SCOTT ARENESMEYER,

VIA ZOOM: ELIZABETH MOORE, MISHELLE FISHER, CHERI HIRST, JUDY TEMPLE, JESSE ANDERSON, JOELLYN CLARK, CONNIE JENKINS, CASSIE COBURN, MISHELLE FISHER, REBECCA ENGUM, SAMANTH FRENCH

BOARD MEMBERS ABSENT: CHANDRA MOOMEY, KATIE MISSIK, AMBER COBURN, GEORGE HORSE CAPTURE, JR. NATALIE FLORES,

OTHERS PRESENT: JAMES COOLER, LANCE OLSON, STEFANIE BROWN, LINDA BROWN, KATTIE MEYER, JAMEY PETERSON, LORRAINE ROACH, JEN GRAY-O’CONNOR, DAX SCHIEFFER

Miller – Call meeting to order. Start time: 11: 01AM.

Introductions

REPORTS:

- **INQUIRY REPORT:**
 - **J Cooler Presents** – James Cooler Reports
- **GREAT FALLS CVB:**
 - **R Engum** – Currently working on strategic planning process. Small uptick in walk in traffic for visitor center. Launched their new website last Monday. Campaign for new Scheels Aim High Aquatic Center kicked off yesterday. Will add a lot of new opportunities including indoor pool
- **HAVRE CVB:**
 - **B Miller** – Reports that secretary has been filling in for director until they can find a new one. Will hope to have more to report next month as they regroup.
- **EXECUTIVE DIRECTOR’S REPORT:**
 - **J Cooler** - Presents September 2023 Report
- **BANIK REPORT**
 - **S Brown** – On track or slightly ahead of schedule for deadlines. Photo submissions have been coming in. Have been factoring in feedback from committee and board as they work in those changes. Will be taking that to the TP committee next week to get more feedback and prepare for a full presentation to the board at our October meeting. Will be looking to cut content down by 20 pages and ads down to a total of 12 pages. Covers will be brought to the committee and board in November for final decisions.
- **TEMPEST REPORT:**
 - **L Brown** – Sent out survey for board members to fill out and provide feedback as we move towards our redesign for the website. Please fill out and return if you haven’t done so. Had a great agritourism video shoot in Lewistown on August 18th and 19th. Looking forward to sharing footage in future meetings.

- **WENDT REPORT:**
 - **K Meyer** – Presents FY23 Media Tracking Report and September 2023 Report. Will follow up on Flight Date along with discrepancy on emails sent vs. delivered on September 2023 Report. Would like to discuss with Marketing Committee on dollars spent year round.
- **COOPERATIVE MARKETING COMMITTEE REPORT:**
 - **J Temple** – Reports on committee discussion

ACTION ITEMS:

- **APPROVAL OF MONTANA WINTER FAIR COOPERATIVE MARKETING GRANT:**
 - **S Arenesmeyer** – Motions
 - **C Schaeffer** - Seconds
 - **Motion is Approved**
- **APPROVAL OF ALLOCATIONS FOR FY23 ROLLOVER FUNDS:**
 - **J Cooler** Presents
 - **R Engum** - Motions
 - **S Arenesmeyer** Seconds
 - **Motion is Approved**
- **APPROVAL OF JAMES COOLER’S ANNUAL PERFORMANCE REVIEW:**
 - Board has Executive Sessions
 - **R Corbet** Motions with a recommendation of a 4% Cost of Living increase with financial incentives for meeting quarterly metrics to be determined by the Executive Committee.
 - **R Engum** Seconds
 - Motion is Approved
- **APPROVAL OF MINUTES for August 10th, 2023 BOARD MEETING:**
 - J Cooler notes that they start time was adjusted to 10 AM from 11 Am.
 - **R Corbett** - Motions
 - **S French** - Seconds
 - **Motion is Approved**
- **APPROVAL OF FINANCE TRANSACTIONS FOR August 2023:**
 - **R Engum** Presents and shares that Finance Committee didn’t have concerns.
 - **R Engum** - Motions
 - **J Temple** - Seconds
 - **Motion Approved**
- **Coraggio Group Presentation for CMT Region’s Resiliency Plan**
- **Meeting Adjourned** – Meeting Adjourned at 1:28PM.

Respectfully,

James Cooler

