

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

SPRINGHILL SUITES , Great Falls, MT

Thursday, October 13th 2022

10:00 AM

BOARD MEMBERS PRESENT: BECKY MILLER, REBECCA ENGUM, SCOTT ARENSMEYER, MICHELL FISHERR, JUDY TEMPEL, CAROL ANN SCHEAFER,

VIA ZOOM: CARLEY WHEATLEY, SHARALEE SMITH, HANNAH WEBER, AMBER COBURN, JESSIE ANDERSON, KIM BARKER, RALPH CORBETT, ASHLEY LAMPERT

BOARD MEMBERS ABSENT: BALERIE CARR, RITA CHRSTIAENS, SAMANTHA FRENCH, SCOTT REASONER, BRANDON ROBERTS, JENNIFER SAUNDERS, CHANDRA MOMMEY, KIM BARKER, BARB BOUMA, JUDY T, JUNE BOLDSETH, KATIE MISSIK, MAGGIE CARR, CHERI HIRST, CASSIE COBURN, GEORGE HORSE CAPTURE JR, NATALIE FLORES, LEE WEST

OTHERS PRESENT: KATIE MEYER, STEFANIE BROWN, LINDA, SHAWN

Miller – Call meeting to order. 10:09 AM Start time. Did not have a full quorum present.

Introductions

REPORTS:

- **INQUIRY REPORT:**
 - Have started to merge
- **GREAT FALLS CVB:**
 - Engum – Malstromb AF has a hotel – 83 units for short term properties. Able to keep these units for revenue for 1 more year. Met with military affairs committee through chamber of commerce. Guide was in charge of the missile program. Lot of discussion on how many new workers this project will be brought in. New missiles aren't approved yet. They are sizing up how much space and construction is needed to replace them. Will start in Cheyenne, WY in 2025. Would look to be in our market in 2030 if the missile is approved. Air Force workers will not leave their base. 50-60 acre lot they would use and then turn over to the community for housing. End of first Quarters. Submitted two grants – have not heard back yet. Working on Fall Marketing. Ended 7 days/week visitor information.
- **EXECUTIVE DIRECTOR'S REPORT:**
 - Fill in from notes:
- **Wendt Report:**
 - Refer to 10.13.22 Board Report
 - Refer to FY23 Autumn Season – Additional Placement
 - Total would be \$48,676.00. Had approved to Paid Media 144,?? No additional agency feeds. Miller asks about changes to Social Mirroring. Kattie replies that they will refine and adjust their targeting towards the stronger aspects. Miller asks about the strength of numbers further into fall. Kattie Meyer responds that fall has been a strong season to market to. Looking for people who will stay overnight.
- **TEMPEST REPORT:**
 - Shawn: Willing to come to meetings as much as possible. Agritourism is like a mini website within our website. Links to a number of agriculture related companies and organizations within Central Montana. Agritourism has been growing. Bob Marshall Wilderness section is being added to the site. Video integration into more places throughout the site. Tie them into relevant listing and landing pages. Updates to the county pages. Checking links. Community pages updated. Expanded content sections – Rodeo and music events were focused on. Wrapped up the Drink It In program. Got great content and footage. Website is DrinkItInMontana.com. Have had a great response. Have a lot of footage that can be used on other projects and resources. Gayle Fisher's blogs have been noted to be great evergreen

content. Tag them to communities, county, and business pages. Have seen an increase in traffic to those blogs. Started running an SEO analysis to gain a better understanding of key words . Same with Google organic search results. Projects that are currently underway: In the process of creating a basic landing page that shows the basic locations for stargazing to engage in Astrotourism. Watch Hwy 2. Try to get more winter footage. Refer to document for where they'd like to expand. Stargazing (\$7500) Agritourism (\$5900) Winter Filming (\$4400) Drink It In (\$1740 + \$5700) Rocky Mountain Front (\$2170). Increase ability for website visitors to see where the light pollution is the heaviest. Would like to try to do some time lapse videos. Also capture other scenic footage. Encouraged CMT Tourism to keep a focus on Agritourism – Pulse Crops in particular would be a great focus for filming and video. Trying to capture video of different crops that can be turned into videos that drive excitement for the agritourism industry. (\$5900) includes capturing video. Drone footage abilities have really grown. Drink It In Videos – Shawn recommends doing Gally's Video with expanded interview and footage of Harlowton. Produce an additional Drink It In video from the ground up around Big Springs Brewery in Lewistown. Rocky Mountain Front – look to get arial footage, night sky and drone footage of the Bob Marshall Wilderness. Work to get exposure for Air BnB's and other rentals for this area.

- Engum – Asks if they can take digital asset videos from state programs and incorporate them into their videos / state.
- Shawn – replies that they can. May help them not have to capture all the footage themselves.
- Brown – would like to see CMT Tourism use more assets from joint venture and state programs. Can't use photos from our own photo library. The goal would be make our marketing strategies – Pd Media, Website, Travel Planners, etc. – be a lot more cohesive and connected. The board should think about how they are getting footage to be shared across all agencies and marketing efforts.
- Shawn – agrees. Trying to get more still images from new and improved drone abilities.
- Brown – would be a good idea to get the agencies together to see how they could increase efficiency in sharing digital assets. Uses state hotel listings as an example. Spent 30 hours last year updating information. Maybe another agency had that info already.
- Shawn – Agrees.
- Brown – Would be nice to make it look a lot more connected instead of looking like we are marketing something different.
- Miller – Suggests maybe start in the spring.
- Brown – Sooner rather than later is better.
- Meyer – Agrees.
- Brown – More strategy needs to go into the photo library.
- Shawn – asks what changes have been made.
- Brown – explains that the contract was changed for FY23 eliminated the ability for Banik to use those photos for the Travel Planner.
- Everyone agrees we should collaborate a lot more on how we get these images and how much we pay for them.
- Miller – Does everyone agree don Tempest budget funding use.
- Engum – recommends that we are focus on Agritourism.
- Tempel - Agrees
- Meyer – Focus on getting more content and plan better for next year image wise for Stargazing.
- Anderson – Asks about strategic planning that Engum mentioned.
- Engum – hire consultant that could really develop set direction for the next 5-10 years. Whole new world post covid along with all the changes CMT Region has gone through. Also organize our efforts to work and collaborate together. Specifically have a consultant that works with agencies to develop this plan. Connect an annual plan each year to a larger plan. Eliminate the divide between agencies, and this seems to be the right time to do it.
- Fisher – Seems like everyone is having to realign their focus.

- Engum – can be specific to each community that has a connected thread of the larger marketing efforts.
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- **EXECUTIVE DIRECTOR'S REPORT:**
 - J Cooler Presents his outline
- **BANIK REPORT:**

ACTION ITEMS:

- **Miller** – Because of lack of quorum, we cannot vote on action items.
- **APPROVAL OF MINUTES:**
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- **APPROVAL OF FINANCE TRANSACTIONS:**
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- **OPEN DISCUSSION:**
 - Brown – Explains the timeline activities start in June each year. Currently going through all photo submissions. Cover committee will meet at Banik office. November Board meeting – make sure they are on the agenda as we will have to vote on it. Working to come up with a revised plan – submitted a revised plan to Becky Miller. Ads and calendar events are due 10.15.22 which will not be feasible. Working to move everything to February. Each day pushes everything back. Will modify when we get our delivery of planner. Must have ads completed before they can begin the layout. May need to look at increasing Banik's budget so that they can acquire photos. Also need to review budget for printing 60,000. Print bidders can change their bid – expecting perhaps a double in cost increase.
 - Engum – do we need to have special board meeting to ensure we meet and approve the timeline.
 - Brown - Typically Gayle and Board President approved the timeline. Need to make sure we can meet the new deadlines and that they are plausible.
 - Engum – recommends the exec committee meets to discuss. J Cooler is the cornerstone of this. Make sure budget is able to absorb costs.
 - Brown – whoever we approve to take the bid may not want to do a re-estimate. Need to make sure we have a state waiver for not using recycled paper. Ask Barb Sanem if there has been a change or if we need a waiver. ReLeaf is a program that some printers are starting to use when we don't use recycled paper. Deadline is 10.14.22 for print bids. Only received 2 of 3 required bids. Make sure to get documentation on bids that couldn't be submitted.
 - Anderson – nothing to add.
 - Carol Ann – have more people and groups interested in participating in the Christmas Stroll. Date has not been set yet.
 - Fisher – Havre's Christmas Stroll is Dec. 3rd.
 - Engum – has Havre gotten a new chamber director
 - Fisher – yes
 - Engum – are they looking to renew their CVB?
 - Fisher – yes
 - Tempel – Talent show open to anyone on 11.12.22. Event is a chamber fund raiser. 10.15.22 vendor show in Joplin at the VT center. New butcher shop has opened house on 10.15.22 at 10 AM. Chunk or Treat on 10.31.22. Christmas stroll is 12.07.22.
- Miler – Meeting Adjourned at 11:52 AM.