

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

Thursday, November 9th 2023

Lewis & Clark Interperitive Center
4201 Giant Springs Rd
Great Falls, MT 59405

BOARD MEMBERS PRESENT: CAROL ANN SCHAEFFER, JOELLYN CLARK, REBECCA ENGUM

VIA ZOOM: BECKY MILLER, CHANDRA MOOMEY, CONNIE JENKINS, JESSE ANDERSON, SAMANTHA FRENCH, KATIE MISSIK, CASSIE COBURN, MISHELLE FISHER, CHERI HIRST

BOARD MEMBERS ABSENT: GEORGE HORSE CAPTURE, JR. NATALIE FLORES, RALPH CORBETT, SCOTT ARENSMYER, JUDY TEMPEL, ELIZABETH MOORE, CARLY WHEATLEY

OTHERS PRESENT: JAMES COOLER, STEFANIE BROWN, LINDA BROWN, KATTIE MEYER, CAROL KRUGER, JULI SEAMAN

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

Introductions

REPORTS:

- **INQUIRY REPORT:**
 - **J Cooler Presents** – James Cooler Reports

- **GREAT FALLS CVB:**
 - **R Engum** – Great Falls CVB completed 2 sessions for the Strategic Planning. Lots of data and research that led to perception surveys and brand surveys. Good indications as to what the community is needing to do to grow tourism. Digging into how they want to handle more group travel. Walk in traffic has declined. CVB now has a certified drone pilot. Gearing up for summer leisure travel marketing and the next phase of developing their website.

- **HAVRE CVB:**
 - **B Miller** – Working to gear up for the Havre Holiday Stroll and other holiday season activities.
 - **R Engum** – Asks if they are hiring.
 - **B Miller** – They did replace ED and hired a secretary.

- **EXECUTIVE DIRECTOR’S REPORT:**
 - **J Cooler** - Presents October 2023 Report.

- **BANIK REPORT:**
 - **S Brown** – We are ahead of schedule. J Cooler has first draft to review. Print bids have been sent out again in order to secure two bids.

- **TEMPEST REPORT:**
 - **L Brown** – Website redesign mockup was sent out last week. Site has been roughed out and is in place to pick back up once re-branding is done.

- **WENDT REPORT:**
 - **K Meyer** – Reports on November Media activity.

ACTION ITEMS:

- **APPROVAL OF CENTRAL MONTANA STRATEGIC PLAN DEVELOPED BY THRG:**
 - **J Anderson** – Talked about having CVB’s being voting members. Bylaws will determine that.
 - **C Moomey** – Feels it is important to stay fluid and not be concrete about all recommendations. Concerned about only using ITRR research. Wished the consultant would have looked more into other research tools. Also concerned about drastically reducing board size but pushing more work on board directors. Shares other concerns about work responsibilities.
 - **J Cooler** – Responds that we can pull out what we want for each fiscal year and take it one step at a time.
 - **J Clark** – Feels that it should be used as a guideline as well.
 - **K Meyer** – Feels that there are more research tools that can be better utilized.
 - **S Brown** – Also concerned that it is only one source of data.
 - **R Engum** – Hopes that the topics in the plan lead to sparking discussion as a board so that the board can make decisions around that. Also concerned that we shouldn’t shelf it after investing the funds in it. Feels it should lead us to find areas that we can grow in ways that allow the region to grow. That means we need to free up our time in board meetings and committee meetings. In order to do so, we need to take a hard look at what we can change even if it may be challenging.
 - **K Meyer** – Concerned that Wendt’s CEO was on the list of credits. Requests that it be removed.
 - **L Brown** – Two typos in names on credit list.
 - **C Schaeffer** - Motions.
 - **J Clark** - Seconds.
 - Motion Approved.

- **APPROVAL OF FY24 MEDIA PLAN:**
 - **K Meyer** – Gives an initial overview
 - **J Seaman** – Shares digital placements of FY24 Warm Season Media Plan.
 - **C Kruger** – Shares print and paid social media placements of FY24 Warm Season Media Plan.
 - **C Moomey** - Motions.
 - **C Coburn** - Seconds.
 - Motion Approved.

- **APPROVAL OF BRANDING PACKAGE WITH SUBSEQUENT BUDGET ADJUSTMENTS TO FOLLOW:**
 - **K Meyer** – Presents branding package and what it entails.
 - **J Clark** – Would like to see anything that can be shared at retreat about what we currently consider the brand to be.
 - **R Engum** – Would like to know if it would better to do a full board retreat vs. committee.
 - **K Meyer** – Comments that it is challenging when you have more than 8 people for a retreat. Also shows what deliverables will be.
 - **B Miller** – Asks if there are different levels and if so, what level is this?
 - **K Meyer** – Typically they customize their packages to the needs of the client, and this is ideal for our needs.
 - **R Engum** – Asks if this package includes a brand survey for people that are familiar with CMT.
 - **K Meyer** – Surveys are not included.
 - **R Engum** – Would it be beneficial or needed?
 - **K Meyer** – Would be beneficial but not needed.
 - **R Engum** – Recommends that we consider adding that element to the package.
 - **C Moomey** – Recommends that we should only do this once, so if we need to add to it now would be the time.
 - **J Clark** – How would you go about getting consumer data?

- **K Meyer** – There are lists that you could buy. She would want to discuss with her team as CMT is a large region and you would want to make sure the survey covers the region equally.
 - **S Brown** – Asks if its out of state or in state?
 - **R Engum** – Both resident and visitor perception would be the goal.
 - **J Clark** – How would it be sent out?
 - **K Meyer** – Could be sent out via Constant Contact.
 - **R Engum** – Recommends to approve it and asks Wendt to consider if a survey would be valuable as they begin the process.
 - **R Engum** – Motions.
 - **C Moomey** – Seconds.
 - Motion is Approved.
- **APPROVE ATTENDANCE AND COMPENSATION FOR NEW BOARD DIRECTORS FOR GOVERNOR’S CONFERENCE – DECIDE BY DECEMBER 15TH, 2023 FOR EARLY REGISTRATION REIMBURSEMENT:**
 - It is noted that Board Directors who are new to this fiscal year, Board Directors who haven’t attended in the past, or Board Directors who have attended more than 80% of Board Meetings this fiscal year are eligible for registration and lodging expense reimbursement.
 - **R Engum** - Motions early bird registration and lodging for new board members, those who hasn’t attended before, or those who have an 80% attendance and will let James know before deadline
 - **S French** – Seconds.
 - Motion is Approved.
- **APPROVAL OF MINUTES FOR OCTOBER 12TH, 2023:**
 - **M Fischer** – Motions.
 - **C Jenkins** – Seconds.
 - Motion is Approved.
- **APPROVAL OF FINANCE TRANSACTIONS FOR OCTOBER 2023:**
 - **R Engum** – Motions.
 - **M Fischer** – Seconds.
 - Motion Approved.
- **APPROVAL OF TRAVEL PLANNER COVER PHOTO**
 - **S Brown** – Presents.
 - Picture # 3 Wins the vote.
- **Public Comment**
 - J Clark shares A Real Country Christmas Documents.
- **Meeting Adjourned** – Meeting Adjourned at 11:37:PM.

Respectfully,

James Cooler

