

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

Thursday, December 8th 2022

Zoom Only

10:00 AM

BOARD MEMBERS PRESENT: BECKY MILLER, REBECCA ENGUM, JESSE ANDERSON, RITA CHRISTIANS, JUNE VOLDSETH, KATIE MISSIK, CHERI HIRST, SAMANTHA FRENCH, SHARALEE SMITH, JUDY TEMPEL, RALPH CORBETT, CAROL ANN SCHAEFFER, KIM BARKER, CHANDRA MOOMEY

BOARD MEMBERS ABSENT: HANNAH NORKSKOG, AMBER COBURN, CASSIE COBURN, MISHELLE FISHER, CONNIE JENKINS, BARB BOUMA, GEORGE HORSE CAPTURE, JR., NATALIE FLORES, SCOTT ARENSMYER

OTHERS PRESENT: KATIE MEYER, HEATHER - BANIK, E MOORE, C WHEATLEY

Miller – Call meeting to order. 10:00 AM

Introductions – J Cooler

REPORTS:

- **INQUIRY REPORT:**
 - J Cooler Presents – Please See Attached Info Pack

- **GREAT FALLS CVB:**
 - R Engum Presents – Legislative luncheon attendance. Large push to take Tourism dollars out of promotion funds and use for business recruitment or infrastructure. Pointed out through data that CMT Tourism and Eastern MT is vastly different than western regions of MT. GF CVB will be discussing how much advocacy will be engaged with over this next year. GF CVB has received ARPA funds of 250K. Will put together RFP for long range planning projects. What does GF and GF CVB need to do need to be ready for Tourism growth. Working to be ready for FY24. New hotel is being planned to be developed in GF's. No announcement on type or scope of the property. Participated on panel for MT Economic Developers. Great feedback and engagement. Working to get website launched hopefully for Jan 1st, 2023.

- **Wendt Report:**
 - Kattie Meyer Presents – See Report pulled on 12.05.22

- **TEMPEST REPORT:**
 - No Representative Present

- **EXECUTIVE DIRECTOR'S REPORT:**
 - J Cooler Presents

- **BANIK REPORT:**
 - Heather attended for Stefanie

ACTION ITEMS:

- **APPROVAL OF MINUTES FOR November 10th, 2022 Board Meeting**
 - B Miller asks for review
 - S Smith Motions
 - Tempel Seconds
 - Approved and Motioned Carried

- **APPROVAL OF FINANCE TRANSACTIONS FOR November 2022**

- R Engum Motions
- Rita Seconds
- Motion Carried
- **APPROVE Carley Wheatley to CMT Tourism Board of Directors**
 - C Wheatley Introduces herself – Works with Snow MTN Development – Economic Development – 6 Counties
 - C Moomey Motions
 - R Corbett Seconds
 - R Engum Recognizes Expertise Carley Will Bring
 - Motioned is Carried
- **APPROVE Elizabeth Moore to the Board**
 - E Moore Introduces herself – Executive Director of L&C Center – Provides information on her position
 - J Anderson Moves
 - R Engum Seconds
 - Motion is Carried
- **2023 Lewistown TBID – Yellowstone Journal Coop Request**
 - J Tempel Presents. Acknowledges past participation and support. Updated completion report provided information. Please see report for details. Request is for \$2500.
 - B Miller asks for discussion
 - C Moomey asks if funds come out of FY23 funds. Yes, it will. Did we take away the limit and number of times a project can be funded. Yes we did, so there is no issue. Can only ask for up to portion of total project cost. This change was made a couple of years ago. We have a \$5k budget for FY23. If we approve these two – we would have \$1452.00 left to spend between now and June 2022.
 - R Engum asks if Lewistown receives any email leads for this project.
 - C Wheatley comments that they do have a leads program, but not sure if this package would include that. Comments that Lewistown does receive a notable response and we have gotten leads in the past.
 - B Miller – can approve a partial amount or full amount.
 - R Engum – what did committee recommend?
 - J Tempel – Committee asked for this. Because no one else had requested these funds, it was decided to approve the full amount.
 - B Miller asks for motion
 - Carol Ann Schaeffer – Motions
 - J Voldseth – Seconds
 - Motion Carried
 - R Engum asks if we could get lead inquiry report for this. Last year was reported, and this year will be reported on as well.
 - J Tempel - It's not in the report, but the information is available.
 - Decided to have lead numbers included in completion report.
- **2023 Coop Marketing Montana Winter Fair**
 - Acknowledges past participation and support. Updated completion report provided information. Please see report for details. Request is for \$750.
 - C Moomey asks if funds come out of FY23 funds. Yes, it will. Did we take away the limit and number of times a project can be funded. Yes we did, so there is no issue. Can only ask for up to portion of total project cost. This change was made a couple of years ago. We are have a \$5k budget for FY23. If we approve these two – we would have \$1452.00 left to spend between now and June 2022.
 - B Miller – asks for discussion. Committee did have questions for how trackable this project was.
 - C Wheatley – 2021 was not held. Used 2020 information. Hoteliers TBID did notice increased hotel activity from this event. This information could be included for completion report. C Wheatley will note for C Cooler.

- K Meyers – CMT should be a co-host on social media and also go on CMT Website calendar.
- B Miller – make sure J Cooler relays this information to CMT Website with Tempest as well on Social Media.
- Judy comments that we have discussed this before, and it's a great point.
- C Moomey Motions for \$750 with the thought that social media metrics are turned into CMT Tourism for analyses.
- J Tempel – asks J Cooler to update that information on the application.
- R Engum – Supports this thought.
- J Tempel – Make sure the application provides this clarity
- C Moomey – mentions the idea for online application that can't be submitted without the form completely filled out with the information requested in this discussion. This form could also submit information to the calendar of events on CMT website. Also may help other communities get involved in the use of these funds.
- K Meyer – will help communities be aware of the availability of these funds outside of Board Members.
- R Engum – asks if there is any way to get information on room demand for Lewistown?
- C Wheatley – possibly that would have taken place back in 2014. Because of the size of the communities this information would not be accurate. Include this in future applications.
- Ralph Corbett seconds
- Motion carries

● **OPEN DISCUSSION:**

- C Hirst – Christmas Stroll was last weekend.
- E Moore – Thanks board for being added to CMT Board. Kids Secret Shopping days on 12.10.22
- J Tempel – Make a snowman and gingerbread contests had great engagement. School concerts are going on this week.
- J Anderson – no updates
- K Missik – Conrad Christmas Stroll had a great turnout. Tree Auction - \$4k highest bid in Conrad
- S French – Chinook Christmas Stroll – Late November. Along with Parade of Lights was best in history. November 30th Harlem observed the anniversary of jet collision and it was well attended by 70 people. Blaine County Museum has an exhibit on display through Memorial Day that chronicles the aftermath and recovery process. Will add information to CMT calendar. 12.18 Chinook has a Friends of the Park Foundation for City Poll event. Would like to update pool due to aging. Will add to CMT Website as well.
- R Engum – GF Christmas Stroll could be spread out through region. Room demand was soft. J Cooler and R Engum have a research conversation with D.O.C.
- C Wheatley – Christmas Stroll and Bright Country Nights was held. Winter Fair and Hockey Tournament are coming up in January. Great event that brings great attendance. National Park Service just dedicated Lewistown as a memorial bomb sight: Nordon Bomb Site. This helps support the historical identity of Lewistown. Asks for ideas on how to capitalize on this from other board members. National Park aims to have one designation per state – great honor for Lewistown.
- Sharalee Smith – Choteau County Country Christmas – was successful. Homestead Christmas Village open 12.18 – 27 5:30 – 8:30 pm
- Carol Ann – Progressin on community center. Reservations made for several events in January. Christmas Stroll last Sat was well attended.
- K Barker – Augusta had a rendezvous last weekend that went great. New wine hangout that has opened up in Augusta.
- J Voldseth – WSP Christmas Stroll went well. Craft show was held and Showdown is open.
- C Moomey – Inaugural Christmas Stroll that added some new events had successful attendance.
- B Miller – MAT's newest production is The Play that goes wrong – 12.9 – 12.23 Thru Fri Sat

- C Moomey – Question for Cheri – Only have one member Toole. Asks for Bi-Monthly updates. Asks for Board Member Changes be updated to board.
- R Engum – Exec Committee has been discussing changes in size and structure of board.
- C Moomey – Updated ByLaws would be great.
- B Miller – Exec Committee is working on this.
- J Cooler – Will send out updated Board Info and ByLaws that were last updated.
- R Christians – Christmas Bizarre in Dupoyer was held and went well. Asks not to ignore the smaller communities and make sure they have quality representation.
- B Miller – After last Fiscal Year, letter was sent out to Commissioners for requests for potential board members.
- R Christians – would like to step down but doesn't want her community to lose representation
- K Barker – For ByLaws, making sure we are following the ByLaws and asks for copy to be sent out.
- B Miller – Agrees that By Laws should be reviewed ASAP.

- **Meeting Adjourned – 11:01 AM**

Respectfully,

James Cooler

A handwritten signature in cursive script that reads "James Cooler". The signature is written in dark ink and is positioned below the printed name.