



## CENTRAL MONTANA TOURISM BOARD OF DIRECTORS MEETING AGENDA

Thursday, January 11<sup>th</sup> 2024 | 10 AM – 11:45 AM | Holiday Inn Great Falls Hotel, 1100 5<sup>th</sup> St S Great Falls, MT 59405.

Zoom Link: <https://us02web.zoom.us/j/82748154573?pwd=b3BvaEJPUUR4bkZjSURqSkpTVXI4UT09>

*Board members are encouraged to participate in person whenever possible. Times are approximate and agenda items may be taken out of order.*

**10:00 | 1. Welcome, Introductions, Call to Order– Becky Miller, James Cooler**

**10:05 | 2. Public May Comment on Agenda Items During Discussion – Becky Miller**

*Opportunity for public comment related to items on the agenda and related to Central Montana Tourism.*

### Action Items

**10:10 | 3. Consent Agenda – Becky Miller, James Cooler**

- a) approve [11.09.23 Minutes](#)
- b) accept [November 2023 Financials](#)
- c) accept [December 2023 Financials](#)

**10:15 | 4. Voices of Tourism [Sponsorship Proposal](#) – Becky Miller, James Cooler**

*Dax Schieffer with Voices of Tourism will present their mission and why the regions have historically supported the organization. We will be asking the Board to accept or deny the sponsorship request from CMT for Voices of Tourism in the amount of \$2,500.00.*

**10:30 | 5. By-law Revisions**

*Opportunity to discuss the latest revisions to CMT By-laws and vote to accept or deny the proposed revisions. 2 drafts were sent out with Board Material Information Packet. One draft is the proposed [CMT By-laws with revisions](#), and one draft is the [original CMT bylaws](#). We will be asking the Board to accept or deny the recommended revisions.*

### Reports

*Moving forward, CMT is asking each agency to provide a written report 1 week before our scheduled Board meeting. This won't be required for January's Board meeting, but we will start these efforts in February. The goal is to allow more time for CMT Board of Director's to focus on our strategic planning efforts and have discussions on recommended next steps based on the direction of the strategic plan that has been implemented.*

**10:50 | 6. Great Falls CVB Report – Rebecca Engum**

**10:55 | 7. Executive Director Report – James Cooler**

## **Strategic Planning**

### **11:00 | 8. [CMT's Strategic Plan](#)**

*Discussion on committee's to be formed and what their purpose is. Once we can define these committees, a signup sheet can be sent out for those who would like to participate on each committee.*

- a) What is the focus and purpose of our Organizational Governance Committee?*
- b) What is the focus and purpose of our Destination Development Committee?*
- c) What is the focus and purpose of our Destination Management Committee?*
- d) What is the focus and purpose of our Destination Stewardship Committee?*

### **11:30 | 9. Public Comment – Becky Miller**

*Opportunity for public comment related to Central Montana Tourism Region.*

### **11:45 | 10. Meeting Adjourned – Becky Miller**