

**CENTRAL MONTANA TOURISM  
BOARD MEETING  
Thursday, February 8, 2024  
Zoom Only**

**BOARD MEMBERS PRESENT:** BECKY MILLER, CAROL ANN SCHAEFFER, RALPH CORBETT, JOELLYN CLARK, REBECCA ENGUM, CHANDRA MOOMEY, JESSE ANDERSON, SCOTT ARENSMYER, SAMANTHA FRENCH, KATIE MISSIK, CHERI HIRST, JUDY TEMPEL, CARLY WHEATLEY, CASSIE COBURN, MISHELLE FISHER, CONNIE JENKINS

**OTHERS PRESENT:** STEFANIE BROWN, LINDA BROWN, KATTIE MEYER, KATYA PETERSON

**Meeting called to order:** 10:00AM.

**MINUTES & FINANCIALS:** Temple motioned to approved the January minutes and February financials. Moomey seconded and the motion was approved unanimously.

**BOARD REPORTS:** Board reports were provided in the packet. No further discussion.

**CENTRAL MONTANA BY-LAW REVISIONS:** There was a typo in Section 1.3 and there is some format cleanup in section 6.4 but no content changes.

*Engum motioned to approve the bylaws with the above changes. Jenkins seconded and the motion was approved unanimously.*

**BOARD REPRESENTATION:** Since new committees have been established, the Executive Committee will be going through the list of board members and reaching out to them about joining a committee. There was also discussion around needing to make some slight adjustments to the board due to the reduction of number of board members per county. Engum reviewed the list of board members and noted that the only change needed was Fisher representing Blaine County instead of Hill County and that change would be in compliance with the bylaws. Fisher was fine with her board position changing county representation. We will vote on this and any other change of seats at the next meeting. There was a statement that moving forward, the quorum will be 11.

**FY24 BUDGET AMENDMENT:** The board was provided a budget amendment and Miller reviewed the changes. There was some discussion on if there was any need for additional revision to cover any intermediate Executive Director work but it was determined that additional budget changes were needed to accommodate that.

*Moomey motioned to approve the proposed budget amendment. Coburn seconded and the vote was approved unanimously.*

**EXECUTIVE DIRECTOR'S REPORT:** Cooler gave a written report due to his absence. Miller gave an overview of the ED report including the request that Cooler finalizes the information on new committees, TAC approving the mid-year budget adjustment, the finalization of the state's resiliency plan and that Cooler will send out to the board and Cooler finalizing the sales of the travel planner.

**EXECUTIVE COMMITTEE REPORT:** Miller Reported that with the resignation of Cooler, the existing Executive Directors duties are being split amongst the Executive Committee and some of our existing agencies until we have a long-term plan in place. As of now mail will be forwarded to Engum and her office will be working on creating a proposed management plan for the board to review. The Executive Committee prefers that the next Executive Director or Central Montana employee work in Great Falls with some oversight from Engum's office to ensure they start off successfully. There was some discussion on various options to include the management plan with the Great Falls CVB and some discussion on the available capacity of the CVB to either take on some of the workload or management and Engum ensured the board that they have some capacity to take on this time of assistance. The board collectively agreed that this was a good direction.

*R Schaeffer motioned to pursue as management plan as discussed, Arensmyer seconded and the motion was approved unanimously.*

There was some additional discussion on Coolers list of items to complete which brought up the need for removing Cooler from the banks.

*Moomey motioned to remove Cooler from all bank accounts effective February 16, 2024 or at expected last day, C Schaeffer seconded and the motion was approved unanimously.*

Miller asked if there was anything else we were missing or deadlines we needed to be aware about during this transition. Meyer said Wendt is working on the rebranding and campaign season is coming so there will likely be approvals needed to move forward. Miller will be the main contact and will approval necessary marketing material not needing board action on an as needed basis. There was additional discussion on Wendt taking on the organic posts and emails starting in March.

*Moomey motioned to allow Wendt to handle digital marketing efforts as guided by the board. Anderson seconded and the motion was approved unanimously.*

There was discussion on email communication. Miller requested they be forwarded to her and to have Tempest forward the emails to her and set up an Executive Director email.

#### **PUBLIC COMMENT:**

- **French** – Blain County finished up their speaker series with 46 attendees. On February 17<sup>th</sup> they will host a presenter on the history of buffalo soldier.
- **Coburn** – The Arts Council hosted live music. Showdown has been busy. The chamber has shown interested in participating on board. Miller reminded the group that anyone could attend these meetings as the public.
- **Wheatley** – Mentioned the Winter Fair was successful.
- **Shaeffer** – Mentioned that Basketball has been the biggest driver for tourism and travel in the region.
- **Clark** – The Chamber is hosting a Spring Thaw event on April 12. The bridge in Fort Benton is now a priority project for the state and will have positive impact for that area once completed.
- **Missik** – Starting March 4<sup>th</sup> through mid May they will be renovating all their hotel rooms.
- **Anderson** – Ice fishing season is underway.
- **Engum** – Reminder to put events on website.

**Meeting Adjourned:** Meeting adjourned at 10:56 AM.

Minutes provided by Carly Wheatley, Secretary