

**CENTRAL MONTANA TOURISM
BOARD MEETING
Thursday, February 22, 2024**

BOARD MEMBERS PRESENT (Zoom Only): BECKY MILLER, REBECCA ENGUM, CHANDRA MOOMEY, JESSE ANDERSON, SCOTT ARENSMYER, SAMANTHA FRENCH, CARLY WHEATLEY, CASSIE COBURN, MISHELLE FISHER, JOELLYN CLARK, ELIZABETH MOORE

OTHERS PRESENT: SHAWN PETERSON, KATTIE MEYER, STEFANIE BROWN

Meeting called to order: 2:04PM.

PUBLIC COMMENT: None

CENTRAL MONTANA BOARD MEMBER REPRESENTATION: Miller and Engum provided the existing list of board members with the adjustments made to comply with the changes to the bylaws. Judith Basin and the tribal seats are vacant. There was a request that everyone check the date their term ends to confirm that it's accurate and to be prepared if we need to reup the board member. There will need to be some review with the governance committee on term limits as we are unclear if the CVB or tribal seats had limits but will likely need to be implemented.

In addition to the term limits, the governance committee will work with this list to secure directors for the next three year term. The board will revisit this list at the end of the fiscal year.

FY25 ANNUAL PLAN: Engum presented two proposals to complete the FY25 Action Plan. Options include Wendt for \$5,000, who has worked with Central Montana to develop FY23 plans, or Hingston Roach for \$4,500-\$5,000, who developed Central Montana Strategic Plan. The Executive Committee recommended including Hingston Roach in proposal options.

There was some additional discussion including Meyer mentioning that Wendt wasn't actually asked to provide a proposal only a cost estimate and the estimate doesn't include what a full proposal. Meyer didn't feel that it was a sufficient comparison. She also mentioned that her team had assisted Cooler with a lot of research for the annual plan at no charge but that research could not be passed on to Hingston Roach. There was some additional discussion from board members mentioning Hingston Roach only using free ITRR platforms for research and noting that we needed better data than that. Meyer was willing to get the board a cost estimate for the research that we could purchase and then give to Hingston Roach. Meyer felt that we did not have time to review a new proposal and to proceed with Hingston Roach since the deadline was quickly approaching.

Coburn motions to accept the Hingston Roach proposal for the FY25 Annual Plan. Michell seconded and the vote was approved unanimously.

TRANSITION UPDATE: Miller went to Lewistown earlier this week to collect the computer and phone. In the meantime, Wheatley will keep the historical files, Miller will answer calls, Miller and Anderson will check the email, Rebecca will do the mailing and helping with the mail.

PUBLIC COMMENT:

- Moomey recommends that we purchase the research that Wendt has completed to date for the FY25 Annual Plan
- Meyer did want to mention that in FY23 she was only given 10 days to complete the plan and then only assisted and provided guidance in FY24 so doesn't feel that the work she has provided was an accurate depiction of what a proposal from Wendt would be had they been given proper time. She estimates the research would cost around \$1000 to purchase.

Meyer also mentioned that the marketing plan will need to be in put in front of the board soon.

Meeting Adjourned: Meeting adjourned at 2:28 PM.

Minutes provided by Carly Wheatley, Secretary