

**CENTRAL MONTANA TOURISM  
BOARD MEETING  
Tuesday, April 23, 2024**

**BOARD MEMBERS PRESENT (Zoom Only):** BECKY MILLER, REBECCA ENGUM, CHANDRA MOOMEY, JESSE ANDERSON, CARLY WHEATLEY, CASSIE COBURN, CONNIE JENKINS, JUDY TEMPEL, CHERI HIRST, CAROL SCHAEFFER, RALPH SCHAEFFER, ELIZABETH MOORE, SCOTT ARENSMEYER

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

**Meeting called to order:** 10:01AM.

**PUBLIC COMMENT:** None

**FY25 PLAN & BUDGET:**

Miller reviewed the CMT FY25 DMO Plan with the board showing the amount requested \$522,162. She spoke on sections where comments were added. There were some omissions and changes to the plan much around the strategic role of the organization which originally showed all options including Destination Marketing, Destination Management, Destination Stewardship and Destination Development. It was determined that we would focus on Destination Marketing only at least for this year with a new Director. There were some mentions that just because things are omitted does not mean that we won't do any of them, we just want the new Director to be successful as they are still in the learning phase. There were a few changes to the goals based on what was measurable. There was a recommendation to add a goal around increasing bed tax collection which is foundational to the organization.

We reviewed the budget a final time to make sure it aligned with the revisions to the plan. The only changes we had were to remove sales and research and place into paid media.

*Moore motioned to approve the FY25 DMO Plan and FY25 Budget with the recommended changes. Tempel seconded and the vote was approved unanimously.*

**INTERIM EXEC DIRECTOR COMPENSATION:**

Miller discussed getting compensation for her work as interim during this time frame. We reviewed what Chris Cooler was being paid, which was \$26/hr. Miller has been spending about 15-20 a week on this work.

*Engum motions to pay Miller \$26/hr since James Cooler's resignation and will send her hours to Engum for processing. This will be classified as a consulting stipend. Moomey seconded the motion, and it was approved unanimously.*

**PUBLIC COMMENT:** None

**Meeting Adjourned:** Meeting adjourned at 11:05am.

Minutes provided by Carly Wheatley, Secretary