

**CENTRAL MONTANA TOURISM
BOARD MEETING
Thursday, May 4, 2024**

BOARD MEMBERS PRESENT (Zoom Only): BECKY MILLER, REBECCA ENGUM, JESSE ANDERSON, MICHELLE FISHER, CARLY WHEATLEY, CASSIE COBURN, CONNIE JENKINS, JUDY TEMPEL, CAROL SCHAEFFER, SAM FRENCH, JOELLEN CLARK, SCOTT ARENSMYER, ELIZABETH MOORE

OTHERS PRESENT: KATTIE MEYER, STEFANIE BROWN, LINDA BROWN

Meeting called to order: 11:00AM.

PUBLIC COMMENT: None

MINUTES & FINANCIALS:

Moving forward the financials will start looking a little different than in the past based on how Engum's teams is compiling them. This will better help the board recognize where funds are being spent for example, prior financials included agency services under paid media. The new financials will separate those out. We also found that not all of the bank accounts were reconciled but now they are.

Fisher motioned to approve the minutes from April 11, 2024, April 23, 2024 and the April 2024 financials. Arensmyer seconded. No further discussion and the motion was approved unanimously.

BOARD REPORTS:

Submitted with the agenda. No questions on the reports. Meyer discussed the joint venture and they have not received any reports yet from the state so once they do, she will share.

GOVERNANCE COMMITTEE REPORT:

Temple gave a review of the previous governance committee meeting. She discussed both the potential nominations for Executive Committee positions and board positions whose terms are up.

There are multiple board positions expiring. Temple does not plan to remain on the board. Arensmyer, Anderson, Miller, Missik have submitted letters of intent to remain on the board. Sheila Roberts would like to take be added to the board representing Liberty County.

Temple moved to approve the following board seats for Arensmyer at large, Anderson representing Liberty County, Roberts for Liberty County, Miller for Hill County, and Hirst for Pondera County. Moore seconded. The motion was approved unanimously.

Nominations for the Executive Committee opened and included: Anderson for President, Arensmyer for Vice President, Miller for Secretary, and Wheatley Treasurer.

Temple moved to approve the nominations as stated above, Fisher seconded and the motion was approved unanimously.

MARKETING COMMITTEE REPORT:

Miller reported that the committee met and Tempest showed them a sneak peak of the website and were going to make a few adjustments and additions and will showcase that at the next meeting. Its also likely our collections will be \$5000 more than originally budgeted. The committee wants to utilize that to use on the website for a special event.

Engum motion that once we confirm we will receive the extra \$5000 it will go toward the website budget for services with Tempest. Clark seconded and the vote was approved unanimously.

Engum mentioned we should have around \$280K until the other funds come in. \$133K currently sitting in the bank plus our final quarterly payment. We are unsure how much we have left to spend on the website and paid media. \$55K with Wendt remaining and \$83K was the total website budget with tempest and some of that just under 49 currently paid out. There will be funds remaining that were unallocated.

There was discussion that because the state will not allow rollover funds to the next FY we have to prepay for services.

Engum motioned to move \$20,000 from agency services into joint venture, \$3000 agency services to marketing resources, the remainder from agency services, earned median and education outreach and put that into paid media and take \$35,893 out of admin and put into paid media. We determine the total amount to have Wendt invoice us on June 24th once we know how much is over, Michelle seconded. The vote was approved unanimously.

BOARD EVALUATION:

Engum presented some examples of board evaluations. This has never been done for the organization. One form is more of a self-assessment as an individual board member and the other is based on the overall board. Engum requested anyone with ideas send them to Miller. Miller will distribute out responses to the governance committee to finalize.

STAFF COMPUTER:

Miller recommends we get a new computer.

Carol motioned up to \$2500 for a new computer set up, Arensmeyer seconded and the vote was approved unanimously.

EXECUTIVE COMMITTEE REPORT:

Miller mentioned they are putting in a grant for \$250,000 for EDA for resiliency funds. There may be opportunity for joint efforts. Engum would like to see customer service/ambassador/outreach opportunities included if possible.

Engum motioned allow Miller to write the resiliency application and focus on sections 1.4, 2.2. 5.1, 5.2. Scott seconded and the vote was approved unanimously.

PUBLIC COMMENT:

- The board was notified that Miller will be moved to an employee versus an independent contractor because her pay may be over the \$5000 limit which would require we put out an RFP. There was additional discussion on purchasing quickbooks and no longer going through Definbaugh but no conclusion was made.
- We may need to look at a new day to meet every month. The question was in the questioner and will be looked at in the future.
- Clark – finished a grant for the tourism to include a website update, social media, advertising, and infrastructure development.
- Jenkins - Fort Benton summer celebration in June is coming up.
- Wheatley – Fergus County partnered with the Foundation for Montana History on a tourism grant focused on history tourism activities.
- Fisher – There will be a marathon happening in early June.
- Schaeffer – Mentioned there is an upcoming softball tournament in the area.
- Arensmyer – Mentioned Great Falls has a state track event coming up.
- Tempest – They are starting harvest festival plans for the event in September. Swim day, car show and other summer events are all happening soon.
- Moore – Lewis and Clark festival June 21-22, Interpretive Center named the 2024 tourism destination.

Meeting Adjourned: Meeting adjourned at 1:05 PM.

Minutes provided by Carly Wheatley, Secretary