

**CENTRAL MONTANA TOURISM
BOARD MEETING
Thursday, July 11, 2024
Meeting held in Chester**

BOARD MEMBERS PRESENT: BECKY MILLER, JESSE ANDERSON, SCOTT ARENSMYER, SHEILA ROBERTS, CHERI HIRST
ZOOM ATTENDEES: REBECCA ENGUM, CARLY WHEATLEY, CASSIE COBURN, CAROL SCHAEFFER, SAM FRENCH, JOELLEN CLARK, ELIZABETH MOORE,

OTHERS PRESENT VIA ZOOM: LINDA BROWN-TEMPEST, KATYA PETERSON-TEMPEST, TYSON HUDOCK-WENDT, HEATHER Burcham-BANIK

MEETING CALLED TO ORDER: 10:00AM.

PUBLIC COMMENT: Welcome to our newest board member Sheila Roberts with the Chester Chamber of Commerce.

MINUTES & FINANCIALS:

Engum motioned to approve the minutes from May 9th, 2024, and the April, May and June financials. Moore seconded the motion. No further discussion and the motion was approved unanimously.

BOARD REPORTS:

Submitted with the agenda. No questions on the reports.

COMMITMENT OF \$57,043.10 OF UNSPENT FY24 FUNDS.

Engum reported that it is her recommendation that we place \$27,454.02 to pay Tempest as when she cleaned up the books some of our line items were mis-recorded properly. By re-allocating these funds we will be caught up on the work Tempest has performed for CM. Engum's recommendation also included that we place the remainder (\$29,589.08) in Paid Media. Clark motioned to approve Engum's recommendation and French seconded the motion. No further discussion and the motion was approved unanimously.

FY25 MEDIA PRESENTATION- WENDT

Tyson reviewed the FY 25 media plan proposal which includes an ongoing annual placement of Google AdWords and Social Media placement. The timing of the placement would start in July 15 – June 30th of 2025. A short video was played of scrolling images to give the board an idea of content. Miller asked if the content would change with the seasons and asked the status of the itineraries. Tyson did not have that information on hand. Coburn motioned to approve the proposed Yearly Media Plan. Clark seconded the motion. No further discussion and the motion was approved unanimously.

WEBSITE STYLE GUIDE PRESENTATION- TEMPEST

Peterson presented a live website example of what our website redesign would look like. She presented a proposed Webstyle Guide that would be used going forward for website content. Clark motioned to approve the proposed guide. French seconded the motion. No further discussion and the motion was approved unanimously.

MARKETING COMMITTEE REPORT- MILLER

Miller reported that at the June marketing committee met with the 3 agencies. It was a productive meeting of going over website, the proposed Wendt year-round ad placement and a discussion on the travel planner. Miller checked if any work on the travel planner redesign had taken place? Brown with Banik was not available to report.

CENTRAL MONTANA VP- S. ARENSMYER AS A CHECKING ACCOUNT SIGNER

Miller requested VP Scott Arensmyer to become a signer on our checking account for the ease of the accounts payable and reimbursement process.

Engum noted that we will need to refer to our bylaws and make changes to accommodate this. Engum recommended that we vote to change our bylaws at our next BOD meeting to add that the CM BOD VP to have the ability to sign checks. Wheatly made the motion to approve Scott Arensmyer as a signer on the behalf of Central Montana and to adjust our bylaws at our next meeting. Moore seconded the motion. No further discussion and the motion was approved unanimously.

LEWISTOWN TBID BRACKET- Rebecca Engum

Rebecca reported that during our April board meeting, the group of board members that went to clean out the storage unit in Lewistown, spent many hours cleaning, however, we had a ton of items left to be removed and discarded. She had lined up a local 4-H group to help us out. During the cleanup, the city of Lewistown had some brackets missing and wanted replacement for them. Hurst made the motion to replace the missing brackets. French seconded the motion. Comments on how we should make this right for them is necessary. The motion was approved unanimously.

EXECUTIVE COMMITTEE REPORT

Miller reported that RFP 2024-05 was closed and we will reissue a new Administrative Agency Services RFP. Miller is working on the grant application for the Resiliency Plan, and it will be submitted on time.

PUBLIC COMMENT:

- Engum: The State Fair is just around the corner for the community of Great Falls
- French: Blain County museum just launched a new exhibit on Gilbert Horn Sr., a Code Talker and it is very much something to swing by and see. Something else to visit while in Chinook is the Wildlife Museum.
- Coburn: Red Ants Pants will be July 25-28. Farmers markets will be every Thur from 4-8pm. Martinsdale will have a Tues Street Dance.
- Wheatly: Centerfest will be Aug. 3rd
- Schaeffer: Jam Sessions will be held the 1st Sat of the month at the 55 Building. Farmers Markets are starting
- Roberts: Summer Markets will be held on Thursdays. Hi-Line Harvest will be held September 20th & 21st
- Miller: MAT will be holding kids camp in Havre 7/15 & 7/29 and in Fort Benton 8/5. Great Northern Fair will be July 17-21st.
- Anderson: After meeting, lunch/ice cream and a tour of the Rudyard Depot Museum is all set up for the BOD.

Meeting Adjourned: Meeting adjourned at 11AM.

Minutes provided by Becky Miller, Secretary