

## CENTRAL MONTANA ANNUAL MEETING

Holiday Inn, Great Falls, MT

Thursday, August 11, 2022

10:00 AM

**BOARD MEMBERS PRESENT:** KIM BARKER, MISHELLE FISHER, BECKY MILLER, REBECCA ENGUM, CAROL ANN SCHAEFFER, RALPH CORBETT, JUDY TEMPEL, SCOTT ARENSMEYER, CHANDRA MOOMEY, CHRIS COOLER

**VIA ZOOM:** CONNIE JENKINS, CHERI HIRST, RITA CHRISTIAENS, ASHLEY LAMPERT, JESSE ANDERSON, VALERIE CARR, SHARALEE SMITH

**BOARD MEMBERS ABSENT:** KATIE MISSIK, SCOTT REASONER, JUNE VOLDSETH, CRISSY BAUMAN, BRANDON ROBERTS, HANNAH WEBER, SAMANTHA FRENCH, NATALIE FLORES, BARB BOUMA, GEORGE HORSE CAPTURE, JR, MAGGIE CARR, JENNIFER SAUNDERS, OWEN GRUBENHOFF

**OTHERS PRESENT:** KATTIE MEYER, CAROL KRUGER, STEFANIE BROWN, JESSICA GAYLE FISHER

Miller - called the meeting to order.

Moomey - presented new executive director James Cooler with a welcome sign to the region.

### REPORTS

#### INQUIRY & PR REPORT

Chris Cooler - no report on inquiries at this time. Requests for travel planners are coming in.

#### GREAT FALLS CVB (CONVENTION & VISITOR BUREAU) REPORT

Engum - applied for ARPA funds to do strategic planning. Lots of temp workers for MT Refining working on the conversion to biodiesel. Many workers are staying in hotels which is affecting the dynamic for lodging.

#### WENDT REPORT

Meyer - presented the FY23 Media Plan which has been vetted through the marketing committee. About 1/3 of budget is set aside for autumn season marketing with \$14,000 for Google Ad Words, YouTube \$4,688, Emails \$0 for placement, Outdoors NW Email (12,000) for \$981, Wave Direct Email vendor list targeting AB and SK, Canada \$2,500, Banner Ad in Cowboys & Indians \$438, Programmatic Digital Display \$8,824, Digital Video Pre-Roll :15 & :30 sec \$14,063, Social Mirroring \$7,500, Social Media-Facebook \$7,500. 2/3 of budget for warm season – Google Search AdWords \$14,065, YouTube \$4,688, CTV/OTT \$40,000, Email \$0, Astronomy Magazine email - \$2,344, Wave Direct email \$2,500, Programmatic Digital Display \$9,375, Digital Video Pre-Roll \$14,063. Native Content \$9,275, TikTok \$4,688, Social Mirroring \$10,000, MOTBD Joint Venture \$12,000, Social Media-Facebook \$12,500, Print/Lead Generation Yellowstone Journal \$12,619. \$208,405 Autumn \$60,288, Print \$12,619. Perhaps consider some winter marketing that could be worked into the plan.

Moomey - moved to approve Media Plan, Chris Cooler seconded.

#### BANIK COMMUNICATIONS REPORT

Brown - need to get print bids out by September 15. The committee and board need to determine print quantities so requests can be sent on the 17<sup>th</sup>. All ads will be due by October 14. Text edits by October 5. COE October 14. Cover committee scheduled to meet Nov 3. Cover selection Nov 10. Discussion on quantity to be printed, how many were distributed.

Corbett - moved to give the executive committee the decision to determine the print quantity decision. Withdrew the motion.

#### Executive Directors' Report

Fisher - reported on content creation for Premier Media and Outside Magazine, AgriTourism which is now live on the Central Montana website and AstroTourism. The AstroTourism website TrailToTheStars.com is now live. Would recommend doing a landing page on the website to promote dark sky viewing.

Fisher - working hourly/part-time for wages (not a contract fee) since Commercial General Liability insurance and Work Comp are no longer current. Participated in two calls to get the FY23 Marketing Plan recommended for approval. On the first call several recommendations were given, then incorporated into the plan prior to the second call. The plan was then recommended for approval and will have final review at the June 13 Tourism Advisory Council meeting in Lewistown. Met with Chris at the Central Montana office and sorted through things. Spent a large amount of time going over invoices that have been paid over the last few months. Scheduled the annual Dept. of Commerce audit for July 12. The MT Office of Tourism will be doing several content gathering trips through the region this summer.

The board thanked Kattie Meyer, Wendt, for her work on the marketing plan and presentation for the TAC meeting.

#### **APPROVAL OF MINUTES MAY 12 & MAY 17, 2022**

Moomey - moved to approve the June 2022 minutes; Tempel seconded. Motion carried.

#### **APPROVAL OF FINANCE TRANSACTIONS MAY 2022**

Engum - July was lean for expenses and some will be charged back to FY22 expenses. Finance committee will continue to meet and work with James to refine financial policies.

Engum - moved to approve the finance report; Corbett seconded. Motion carried.

Fisher - noted that the missing check blanks

#### **ELECTION OF BOARD MEMBERS**

Miller -

Chris Cooler – moved to approve a three year term for Mischelle Fisher (Hill County). Motion seconded and carried.

#### **BANK SIGNATURE CHANGES**

Corbett - moved to remove Chris Cooler and add Becky Miller and James Cooler. Rebecca Engum will remain on the signature card. Arensmeyer seconded; motion carried.

#### **BANK CHANGE FROM US BANK TO INDEPENDENCE BANK**

Cooler - it has been challenging to connect with people at US Bank. The board may want to consider moving the accounts to another bank.

Miller - feels it would be easier to have accounts at Independence Bank. Three board members work at Independence Bank so it could be more convenient.

Engum - would recommend moving bed tax accounts to a Lewistown bank for James' convenience.

Fisher - there may be a perception of conflict

James Cooler - likes the idea of having a local bank for easy access.

Engum - moved to move bed tax checking and savings to Stockman Bank and private funds checking account to Independence Bank. US Bank accounts would close. Barker seconded; motion carried. Moomey, Lampert and Miller abstained.

#### **APPROVAL OF ORGANIC SOCIAL MEDIA – WENDT**

Miller - in an effort to not overload the new executive director, would like to consider having Wendt take over social media for a few months at a rate of \$1,000/month.

- Meyer - Wendt's original proposal was to do the social media efforts with tracking and responding to comments for \$1,750/month. At the \$1,000/month price the board is considering, Wendt would need to scale back the amount of posts and do quarterly reporting.
- Miller - would it be possible to have monthly reports.
- Meyer - could do monthly and do 2 – 3 posts and monitoring for \$1,2
- Chris Cooler - moved to do 2 – 3 posts with monthly reporting at a fee \$1,125 effective today. Corbett seconded.
- Engum - would like to see that James works with Wendt to develop the strategy for each social media.
- Meyer - will give James a calendar for their organic posts. The Friday Flash from MOTBD two weeks ago has some good ideas on social posting.

Motion carried.

#### **OPEN DISCUSSION/PUBLIC COMMENT**

- M Fischer - Blaine County Fair is this weekend
- Schaeffer - art show coming up, refurbishing a former unused building, Sunday August 21 is Fun Day in Winnett. August 28 is Pasture Golf.
- Corbett - explained Pasture Golf.
- Moomey - Summer Brewfest by Havre Trails is this weekend, Pheasant Hunt in October.
- Engum - Great Falls community received a SCASDI grand to recruit a Dalla/Fort Worth
- Tempel - swim day coming up (free swimming for the community).
- Meyer - let her know of events
- Chris Cooler - Montana's Longest Table, Chokecherry Festival and Chokecherry Jam.
- Christiaens - had a great Grizzly Day in Dupuyer last weekend.
- Anderson - have quite a few fishermen at the motel in Chester.
- Smith - part two of the archaeological expeditions at the Fort are September 1 & 2. Grand Union has new owners.

Meeting adjourned.

Respectfully Submitted,

*Gayle Fisher*

Gayle Fisher