

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

LEWIS AND CLARK CENTER , Great Falls, MT

Thursday, November 10th 2022

10:00 AM

BOARD MEMBERS PRESENT:

VIA ZOOM: BECKY MILLER, REBECCA ENGUM, JESSE ANDERSON, CHERI HURST, ASHLEY LAMPERT, SCOTT ARENSMYER, KIM BARKER, AMBER COBURN, RITA CHRISTIAENS, HANNAH WEBER, SHARALEE SMITH, CONNIE JENKINS, CAROL ANN SCHAEFFER, RALPH CORBETT,

BOARD MEMBERS ABSENT: MISHELLE FISHER, CASSIE COBURN, CHANDRA MOOMEY, JUNE VOLDSETH, MAGGIE CARR, VALERIE CARR, BARB BOUMA, JUDY TEMPEL, JUNE VOLDSETH, SAMANTHA FRENCH, NATALIE FLORES, GEORGE HORSE CAPTURE, JR., SCOTT REASONER

OTHERS PRESENT: GAYLE FISHER, KATIE MEYER, STEFANIE BROWN, LINDA, SHAWN, CARLY WHEATLEY, LEE WEST

Miller – Call meeting to order. Start time.

Introductions

REPORTS:

- **INQUIRY REPORT:**
 - Cooler Presents

- **GREAT FALLS CVB:**
 - Engum – Working on new website has been started. Hopeful launch of 07.02.23. Great Falls will host Frontier Men’s and Women’s Basketball Tournament. New pool facility with MAB is still under construction. Host state wide swim meets with Olympic size features. In the midst of Western Art Work – trying to see how they can increase visitors. Starting work on reprinting of MT (?) – not sure when they want to start. Have been meeting with a group for a new National Native Games Council Event. Great progress on ARPA city funds front. Will provide money for their strategic planning. Working with University of Providence. Trying to push for more overnight stays – dorms have no air conditioning.

- **Wendt Report:**
 - Please see Job No: 22-CM-7000
 - Content for Wave Direct Email – Fall Outdoor Rec
 - October dip due to change – 1 week without paid media
 - Engum – Facebook Platform Changes
 - Brown – Requirements for posting are to stringent and are causing a dropoff

- **TEMPEST REPORT:**
 - Please See Base Budget Report

- **EXECUTIVE DIRECTOR’S REPORT:**
 - J Cooler Presents

- **BANIK REPORT:**
 - Please see funding report presented by S Brown

ACTION ITEMS:

- **APPROVAL OF MINUTES for September 8th, 2022 Board Meeting**
 - A Lampert Motions
 - C Jenkins Seconds
 - Motion is Approved
- **APPROVAL OF FINANCE TRANSACTIONS FOR September 2022**
 - R Engum Motioned
 - J Anderson Seconds
 - Motion is Approved
- **APPROVAL OF MINTUES for October 13th, 2022 Board Meeting**
 - A Lampert Motioned
 - S Arensmeyer Seconds
 - Motion is Approved
- **APPROVAL OF FINANCE TRANSACTIONS FOR October 2022**
 - R Engum Motioned
 - C Jenkins Seconds
 - Motion is Approved
- **APPROVAL OF Financial Policy Update**
 - R Engum Motioned
 - S Smith Seconds
 - Motion is Approved
- **APPROVAL OF Tempest Base Budget Proposal**
 - Revisit Base Budget Proposal
 - K Barker – Comments about prior website planning committee minutes. Highlight the Rocky Mountain Front. Decrease Drink It In.
 - R Engum – State production footage and content.
 - K Barker – no filming in Bob Marshall without permits
 - B Miller – Shawn mentioned in October meeting that still images can be used from videos
 - S Brown – Resolution and photos from video stills sacrifice quality
 - K Meyer – Have to be strategic about using a still photo camera
 - S Brown – Different style of shooting and thinking through those dynamics will be beneficial
 - Shawn – Drones can switch from photo to video. Agrees frame grabs are challenging
 - R Engum – asks if we can wait until spring for the Rocky Mountain Front efforts
 - K Barker – agrees that we can wait until spring
 - Committee agreed to \$5900 for Agritourism
 - B Miller – Short on winter footage and activity
 - K Barker – Agrees. Also more harvest. Maybe plan for harvest Picture
 - R Engum – Winter, Agritourism and Stargazing Motioned
 - K Barker Seconds
 - B Miller asks again about Rocky Mountain Front
 - R Engum would like to wait until we see what BrandMT wil produce
 - Motion is Approved
- **APPROVAL OF Eastern Montana Initiative – Amount**
 - Discussion about projects and counties/communities had
 - C Wheatley – Advises on how collaboration and opportunities would look like
 - Asks for board feedback on Community Specific or Broad County efforts
 - B Miller – How would it work if small communities applied themselves?
 - C Wheatley – Looking at % Requirements and Matching Opportunities

- G Fischer – Asks how Cooler Feels
- Cooler – Learning curve and uptake
- R Engum sorts out funds questions. Feels product development would be a good focus. Infrastructure can become difficult with state requirements. This would set us up for Infrastructure grants down the road.
- G Fischer – Budget supports this type of campaign.
- R Engum – Money is already allocated. Getting videos developed for 5 communities in a docuseries format would be a straight forward project.
- B Miller is clarifying the motion to approve requested amount along with giving power to Exec Comm
- R Christians Moves
- S Smith Seconds
- R Engum adds that we should do \$6250.00 to match other marketing and depending on who we use we may not need an RFP
- B Miller acknowledges amendment
- R Christians Motions
- S Smith Seconds
- Motion is Approved
- **APPROVAL OF Strategic Marketing Plan and Consultant**
 - Cooler goes through proposal
 - R Engum supports
 - A Lampert Motions for \$25k dollar amount
 - J Anderson Seconds
 - Motion is Approved
- **APPROVAL OF Banik:**
 - **Proposal**
 - S Brown goes through proposal document. Acknowledges changes with-in organization. Print Bids were not able to accept first round. Had to go through a second time.
 - B Miller opens up to discussion.
 - R Engum acknowledges that we still have funds to keep in mind moving forward.
 - S Brown agrees that she can't confidently say that we are back on track
 - B Miller asks if we would like to table for the final amount
 - S Brown Banik may not be able to have the final bill in December ready. May have a second bill in January.
 - R Engum would like to have the Exec Committee dig into what the budget would allow for.
 - B Miller confirms that we will table the topic
 - S Brown updates where we are at. Calendar is almost final. Directory ads complete – format was asked to be changed for Directory Ads submitted. First Full proof will be the end of December.
 - R Engum states that we have additional costs on Banik Side and Paper Shortage sides
 - B Miller asks for other questions
 - **Travel Planner Cover Photo Selection**
 - Presents last 5 years Cover Photos. Review of who is on Travel Planner Committee. Cover Option 1 is Tail Butte. Cover Option 2 is Missouri River. Both options are from photographers who have not had a cover before in this specific style and landscapes. Other options included night sky and wild life that did not make the cut, along with yukka plant, owl, horse in the sunset.
 - Votes:
 - Cover 1 = 7
 - Cover 2 = 5

- B Miller asks if there is any further discussion for color changes.
- R Christeians states that it is important to have color stand out
- B Miller says that Banik did great on colors
- R Engum Motions for Cover Option 1 – Birdtail Butte
- C Shcaeffe Seconds
- Motion is Approved

- **OPEN DISCUSSION:**

- B Miller – Havre Stroll is Dec. 3rd, Craft Fair, and many other activities
- J Anderson – 1st Wed in Dec is a Christmas Stroll
- Rita – Christmas Strolls Upcoming in Conrad
- C Jenkins – Conference for veterans on Friday. Ag conference coming up in Fort Benton. Choteau County Country Christmas for all small communities. Luke Otherwie on Dec. 4th
- Carol Ann – 20th of Nov – Winnett Bizarre
- Wheatley – TG weekend – Bright Country Nights. North Pole starts then but is sold out. This week inside the concert.
- Lee West – Thanks everyone.

- **Meeting Adjourned – 11:48 AM**

Respectfully,

James Cooler

A handwritten signature in cursive script that reads "James Cooler".