

On May 3 the Marketing Committee met in the EOC at 6:30

The meeting opened with introductions.

The main point of the discussion was that Boulder is not being sold in the various travel and other publications that discussing places to go and things to do in Montana.

Some of the suggestions included the need for a position within Boulder whose responsibility it would be would be to maintain a website, get ads in various publications and put together a flier to be put in other cities and locations where they could be picked up by tourists. Of course finding the funds to pay this individual would be an issue.

There was a suggestion that Mike Hesford at JHS be contacted about having is film class do a movie about Boulder.

Jan Anderson suggested that we find a way to have Shirley Beck from Philipsburg come and talk to the committees about the work that went into the transformation and growth of that small western Montana community.

Drew also reminded us that we will need the results from the work of the other committees before we can finish the work of this committee and that it will become a part of the Master Plan for Boulder. He will contact the Department of Commerce, Section of Business and Tourism for some suggestions and assistance.

We need to start by Marketing Boulder as it exists and then work on selling our advances and work of all the committees.

Kerri is on the Board of Southwest Montana (formerly Gold Country). That organization is hiring a blogger and we might be able to piggy back on this effort.

We need to form stronger bonds with other organizations; ie the Chamber

Dusty has volunteered to start a group for a Facebook entries. He is requesting suggestions. Social media may draw some funding to market the Master Plan.

Next meeting June 8 at 6:30 in the Extension office n the first floor if the Courthouse.