



Board of Director's Meeting

Tuesday, October 11, 2022

Noon – 3 p.m. (Tabletop discussion + business meeting)

In-Person Open Public Meeting

ROAM Beyond

2347 Middle Rd, Columbia Falls, MT 59912

Board Attendance:

Flathead County	Aubrie Lorona	Riley Polumbus
Glacier County	Brenda Schilling	Ashley Kavanagh
Lake County	Dirk De Connick	
Lincoln County	Amber Pacheco-Holm, vice-chair	Troy Douthit, Lincoln County
Mineral County		
Missoula County	Shannon Brilz, Chair	
Sanders County	Juli Thurston	Ray Brown
At large	Ramona Holt, vice chair (Missoula)	Victoria Lee, secretary/treasurer (Flathead)
	Matt Lautzenheiser (Missoula)	
Ex-officio	Dylan Boyle	Barb Neilan

Board Members Absent:

Barbara Liss	Diane Medler
Chris Darlow, Resigned	Rob Harvey

Glacier Country Office:

Racene Friede, President CEO
Kristi McNeal, Director of Operations + Accounting
Debbie Picard, Director of Sales
Lucy Beighle, Director of Communications

BROWN BAG ROUNDTABLE DISCUSSION/PRESENTATION: Called to order at 12:01p.m. Featured presentation: Glacier Country Tourism Destination Stewardship Plan Presentation

GLACIER COUNTRY BOARD MEETING: (open to the public) Shannon Brilz, chair called the annual business meeting to order at 1:03 p.m. Welcomed and introduced Corey from Roam Beyond, 20 acres. There is availability to roam the 20 acres – glacier raft, outfitters and experience partners. Not the product they wanted the experience. Off the grid, solar community. 2017 focused originally on 82-96,000 entirely off-grid and self-contained.

PLEDGE OF ALLEGIANCE: (voluntary)

INTRODUCTIONS: Shannon provided introductions of each of the board members.

PUBLIC COMMENT: (10 minutes maximum – two minutes per person) Public in Attendance: Annie Mead (Windfall), Tia Metzger (Windfall), Jessie Yeager (windfall) Alex Hanich (Windfall), Jim McGowan (Windfall),

David Diehl (Right On Trek), Margit Baake, Linda Howard (Wolf Trail Montana LLC), Lailanni Upham (Visit Blackfeet/Iron Shield Creative), Brian Schott (Explore Whitefish), Dan Hansen (Explore Whitefish)

BOARD MEMBER SPOTLIGHT – Troy Douthit. General Manager at Kootenai Country/Venture Inn/Country Inn – Lincoln County representative. Seven years in tourism industry. Hord rock mining and wanted to make a difference in Libby. He gets to see the value and economic impact that tourism makes on more than just the hotels and restaurant. The economy of Libby has taken a lot of hits with logging and lumber jobs which used to be the primary economic factor for the community. He sees that there are still products and services that need to be developed for the visitor experience in the area. This last year the chainsaw carving contest had 20 competitors – three of the competitors are on the Discovery Channel show “A Cut Above” The competition is bringing people into the downtown of Libby without charging admission. Looking at auction signups, they doubled the prior year revenue.

APPROVAL OF MINUTES: Shannon Brilz called for a motion for the approval of meeting minutes from the May 10, 2022, board meeting. Amber Pacheco-Holm made the motion to accept the minutes as presented with a second by Ray Brown, no discussion or changes. All in favor. Minutes approved as presented.

FINANCIAL REPORT/DISCUSSION: Victoria Lee presented the financials as of August 31, 2021, for public, private and Tourism Matters accounts. Matt Lautzenheiser made the motion to accept the financials as presented with a second by Ashley Kavanagh, no discussion or changes. All in favor. Financials approved as presented.

POLICY REVIEW: Board of Director Recruitment, Onboarding and Evaluation.

BOARD BUSINESS REPORTS/DISCUSSION/ACTION ITEMS:

EXECUTIVE COMMITTEE – Shannon Brilz, committee continues to meet at least monthly virtually. Monthly meetings (industry, operations, stewardship project, marketing, financial management, communications, recovery strategy, ongoing efforts)

CURRENT MISSION STATEMENT – Dedicated to promoting tourism in Western Montana.

- ... *Proposed Mission Statement – Glacier Country Tourism partners with our Western Montana communities to welcome visitors and support livelihoods while protecting quality of life, extraordinary outdoor resources, and cultural heritage.*

CURRENT VISION STATEMENT – Be the leading destination steward balancing our culture, natural environment, and quality of life and experiences.

- ... *Proposed Vision Statement – Glacier Country Tourism will be the leading destination steward of our region's cultural heritage and natural environment, balancing the quality of life of our residents with the quality of our visitor experiences.*

NEW MISSION AND VISION STATEMENT – Shannon requested a motion to accept the revisions to the Mission and Vision Statements as presented - Amber Pacheco-Holm as presented with a second by Troy Douthit, no discussion or changes. All in favor. NEW MISSION AND VISION STATEMENT approved as presented.

DESTINATION STEWARDSHIP AND STRATEGIC PLAN – Shannon requested a motion to accept the new Destination Stewardship Plan as presented - motion from Matt Lautzenheiser to approve as presented with a second by Aubrie Lorona, no discussion or changes. All in favor. NEW DESTINATION STEWARDSHIP PLAN approved as presented.

NOMINATIONS COMMITTEE – Victoria Noble-Lee. TWO NEW POTENTIAL BOARD MEMBERS for Glacier County, up to 4 voting board members for each county. Vacancies in Flathead (1), Lake (1), Mineral (1), Missoula (1), Ravalli (1) – potential at large (4). Racene to evaluate the by-laws for the at-large positions to transition to the county position, this would apply to both Matt and Victoria to possibly transition to county openings. Victoria requested everyone to provide potential names for to nomination committee to contact prior to voting on at the December Board meeting.

MARKETING COMMITTEE – Shannon Brilz, committee chair board will need to evaluate what this committee looks like with the transition to the destination stewardship planning.

AUDIT COMMITTEE – Matt Lautzenheiser. Single audit required for the Safety Grant (federal funding grants over \$700,000 are required to do a single audit) also includes deliverables of the grant. With doing the full audit this last year, a portion of the single audit was already completed. MOT compliance audit was scheduled but due to unforeseen circumstances needs to be reschedule.

VIC/COOPERATIVE MARKETING GRANTS COMMITTEE – Amber Pacheco-Holm. VIC and Cooperative marketing grants – compliance review and reports are in process. Total of seven 2022 VIC Grants final reports are in and need to be reviewed.

Bigfork Chamber 50+ hrs./week \$10,000	Polson Chamber 30-39 hrs./week \$6,000
Bitterroot Chamber 50+ hrs./week \$10,000	Seeley Lake Museum 40-49 hrs./week \$8,000
Cut Bank Chamber 40-49 hrs./week \$8,000	Whitefish Chamber 40-49 hrs./week \$8,000
Libby Chamber 40-49 hrs./week \$8,000	

Cooperative marketing match grant program is still open for those who may be interested in the program. Seeing the dollars go back to the local community and be reinvested. Project reporting and evaluation are in process.

- Billboard to promote Cut Bank Trails – \$4,080 (incomplete)
- Digital ad campaign for Evergreen, MT – \$5,000 (incomplete)
- Outdoor recreation interactive map for Thompson Falls – \$4,000

EXECUTIVE AND STAFF REPORTS: (discussion/action) Administrative, advertising, publicity, sales, partnership, travel guide, webpage/call center, cooperative marketing, joint venture marketing, TAC, Tourism Matters (legislative), Voices of MT.

PUBLICITY – Lucy Guthrie-Beighle. Highlights provided – see reports for further information.

INTERNATIONAL SALES – Debbie Picard. Highlights provided – see reports for further information.

TOURISM SALES – Debbie Picard for Aerionna Skrutvold. Highlights provided – see reports for further information.

AGENCY AND SOCIAL MEDIA UPDATE – Tia Metzger (Windfall Agency). Introduced Jessie Yeager – Glacier Country account team and Annie Mead, partnership and advertising representative/sales. Shout out to Alex for the photo and video buildout the last five months. Highlights provided – see reports for further information.

PRESIDENT CEO – Racene Friede. Glacier to Geyser video shown which was a joint venture with Yellowstone Country. Highlights provided – see reports for further information.

BUSINESS MEETING – Board discussion (tabled items from business meeting or predetermined topic)
Encourage all of the board members to share information, training sessions with their communities and businesses.

BOARD REVIEW/DISCUSSION – Old or New Business at next meeting – Financial P&L, balance sheet review/approval for public, private and Tourism Matters to MT. Review/accept auditor’s report approval by full board. Nominations committee presents nominations for new board members.

Shannon adjourned the meeting at 3:09 p.m. Next board meeting is Tuesday, December 13, 2022 which will be a virtual meeting open to the public

Minutes approved as presented on _____ and signed by:

(Presiding officer at meeting)