



Board of Director's General Meeting

Tuesday, October 17, 2023

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

In-person Meeting – Open to the Public

Daly Mansion
251 Eastside Hwy, Hamilton, MT 59840

AGENDA

Noon to 12:50 p.m.

Roundtable/Discussion/Presentation

- Featured Presentation: Glacier Country Rebrand Session - Windfall, Board and Staff

12:50 p.m. to 1 p.m.

Break

1 p.m. to 3 p.m.

General Business Meeting

- Call to Order – Shannon Brilz
- Pledge of Allegiance (Voluntary)
- Introductions (Board, Staff, Audience)
- Board Member Spotlight – Edna White
- Public Comment (10 Minutes Maximum – 2 Minutes per Person)
- Approval of Minutes (Discussion/Handout/Action)
- Financial Report/Discussion/Vote (Discussion/Handout/Action)
- Board Policy/Procedure Review/Discussion – Financial Audit Policy
- Board Business Reports/Discussion/Action Items
 - Executive committee – Shannon Brilz (discussion/action)
 - Monthly Meetings (Industry, Operations, Marketing, Financial Management, Communications, Ongoing Efforts)
 - Governance - Matt Lautzenheiser (Discussion/Action)
 - Election of New Board Members Nomination Process (Discussion/Action)
 - Finance and Audit Committee – Ramona Holt and Steve Clairmont
 - FY 2023 Independent Financial Review
 - Brand Strategies Committee – Riley Polumbus (Discussion/Action)
 - Rebrand
 - Grants Committee – Aubrie Lorona (Discussion/Action)
 - Stewardship Committee – Linda Howard (Discussion/Action)
 - Destination Stewardship Plan Overview + Community Engagement Program Overview Update
- Executive and Staff Reports; Marketing Report (Discussion/Action)
 - Administrative, Advertising, Publicity, Sales, Community Engagement, Partnership, Marketing/Sales/Communications, TAC, Tourism Matters to MT (legislative), Voice of MT Tourism, Paid Media Plan



- Board Discussion (Tabled Items from Business Meeting or Predetermined Topic)
 - Old or New Business for Discussion at the Next Meeting
- Information Sharing (All)

3 p.m.

Meeting Adjournment

Note: Other than the meeting starting time, any time listed is approximate, and agenda items may be rearranged.

The meeting access information can be found on Glacier Country Tourism's Partner Center.

GCT will follow state guidelines for public meetings that take place virtually. All meetings are held in a manner that allows the public the opportunity to provide comments during the open discussion/public comment section of the agenda.

Meeting documents shown on screen during the meeting can be requested via email and will be forwarded to the requester.

Next Board Meeting

Tuesday, December 17, 2023

Virtual (Open to the Public)