



## Board of Director's General Meeting

Tuesday, December 12, 2023

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

**Virtual Meeting – Open to the Public**

Meeting Registration: [https://us02web.zoom.us/webinar/register/WN\\_vLeCPclGRx-SIKHw-gfzbQ#/registration](https://us02web.zoom.us/webinar/register/WN_vLeCPclGRx-SIKHw-gfzbQ#/registration)

### AGENDA

Noon to 12:50 p.m.

#### Roundtable/Discussion/Presentation

- Featured Presentation: Montana Tourism Resiliency Plan Review for Glacier Country
- Coraggio Group

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 – David Diehl
- 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 – Board Attendance
- 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 (Discussion/Action)
  - Finance and Audit Committee – Ramona Holt and Shannon Brilz
    - Form 990
  - Brand Strategies Committee – Riley Polumbus (Discussion/Action)
    - New Brand Book
    - 2024 – 2025 Travel Guide Cover Photo
  - Grants Committee – Aubrie Lorona (Discussion/Action)
  - Stewardship Committee – Linda Howard (Discussion/Action)
    - Montana Resiliency Plan Approval
    - 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, March 12, 2024

Virtual (Open to the Public)