



## Board of Director's General Meeting Minutes

Tuesday, March 12, 2024

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

**Virtual Meeting – Open to the Public**

### **Board Attendance:**

Flathead County	Aubrie Lorona	Victoria Noble-Lee, secretary/treasurer
Glacier County	Lisa Cline	Kimberly Woodring
Lake County	Steve Clairmont	Dirk De Coninck
Lincoln County	Troy Douthit	
Mineral County		
Missoula County	Shannon Brilz, Chair	Matt Lautzenheiser 2nd vice-chair
Ravalli County		
Sanders County	Juli Thurston	Ray Brown
At large	David Diehl (Flathead)	Lailani Upham (Glacier)
	Riley Polumbus (Flathead)	Edna White (Missoula)
	Linda Howard (Glacier)	Robynne Gibaud (Sanders)
Ex-officio	Ramona Holt	
	Diane Medler	

### **Board Members Absent:**

Barbara Liss	Rachel Lynn Meyer (Sanders)
Barb Neilan	

### **Glacier Country Office:**

Racene Friede, President CEO  
Kristi McNeal, Director of Operations + Accounting  
Debbie Picard, Director of Sales  
Lucy Beighle, Director of Communications  
Aerionna Skrutvold, Marketing Project Manager  
Jenna Boltz, Director of Community Engagement

**BROWN BAG ROUNDTABLE DISCUSSION/PRESENTATION** – Called to order at 12:04 p.m. – Featured Presentation: Dax Schieffer (Voices of Montana Tourism/Montana Travel Association)

The break was skipped with the roundtable wrapping at 12:58 p.m.

**GLACIER COUNTRY BOARD MEETING:** (open to the public) Shannon Brilz, Chair, called the business meeting to order at 12:58 p.m.

**INDIGENOUS LAND ACKNOWLEDGEMENT:** Western Montana's Glacier Country acknowledges that we are on the traditional, ancestral territories of the Sé liš (Salish or "Flathead"), Ksanka (Kootenai), Qlispé (upper Kalispel or Pend d'Oreille), and Amskapi Piikani (Blackfeet) peoples.

**PLEDGE OF ALLEGIANCE:** (voluntary)

**INTRODUCTIONS:** Board members and staff. Public in Attendance, Tia Metzger (Windfall), Jessie Yeager (Windfall), Megan Bland (Windfall), Annie Mead (Windfall), Holly Kuehlwein (Windfall), Kyle McGowan (Windfall) Dax Shieffer (Voices of Montana Tourism), Gil Mangels (Miracle of America Museum), Jessica Brayman (Wild Fern Hospitality), Lindsay Hart (True North Management), Mimi Gustafson (Holiday Inn Downtown), Whitney Bergmann (MLHA / MTTA / Missoula TBID), Zackery Steinbrenner (Town Pump)

**BOARD MEMBER SPOTLIGHT** – Kimberly Woodring

**PUBLIC COMMENT:** (10 minutes maximum – two minutes per person)

**APPROVAL OF MINUTES:** Shannon Brilz called for a motion to approve meeting minutes from the December 12, 2023, board meeting. Ramona Holt motioned to accept the minutes as presented with a second by Lisa Cline. No discussion or changes. All in favor. Minutes approved as presented.

**FINANCIAL REPORT/DISCUSSION:** Victoria Lee presented the financials for public, private, and Tourism Matters accounts as of December 29, 2023. Troy Douthit made the motion to accept the financials as presented with a second by Ray Brown. No discussion or changes. All in favor. Financials approved as presented.

**POLICY REVIEW:** Board Policy/Procedure Review/Discussion – Policy Manual. The Board of Directors Policy Manual contains all Board policies and practices required by the Board in conjunction with the governance and management of the Corporation. It provides detailed information from directives to governance issues outlined in the Corporation's Articles of Organization and Bylaws.

**BOARD BUSINESS REPORTS/DISCUSSION/ACTION ITEMS:**

**EXECUTIVE COMMITTEE** – Shannon Brilz, Chair – Monthly meetings report (Industry, Operations, Marketing, Financial Management, Communications, Ongoing Efforts)

**GOVERNANCE COMMITTEE** – Matt Lautzenheiser, committee chair & Victoria Noble-Lee, Nominations. Board Members slated for re-election at the May board meeting – VOTING (3-year) Edna White, Aubrie Lorona, Steve Clairmont, Juli Thurston and David Diehl. Note that some board members filled vacant positions in the middle of a 3-year term. Ex Officio (1 year) Barbara Neilan, Diane Medler and Ramona Holt.

**FINANCE and AUDIT COMMITTEE** – Shannon Brilz (Co-Committee Chair & Ramona Holt (Co-Committee Chair) Advised the board that Dan Peterson retired and sold his business. We have requested a proposal from the new independent auditor, Linked Accounting CPA Letter of Intent/Cost Proposal.

**GRANTS COMMITTEE** – Aubrie Lorona, committee chair. The new Employee Retention & Scholarship Program draft is to be reviewed at the next committee meeting (included in the board packet)

**STEWARDSHIP COMMITTEE** – Linda Howard, committee chair Stewardship Plan Updates. Committee meetings, Town hall updates, Product development projects, and potential new funding for the resiliency plan are being planned. The Regional Resiliency Plan is also in the board packet.

**BRAND STRATEGIES COMMITTEE** – Riley Polumbus and Racene provided the overview for the board. The new 2024-2025 Travel Guide has been completely redesigned and should be available in mid-April. Website redesign is also in process. The committee met and reviewed the complete FY 2025 DMO Plan Narrative & Budget in depth, which is presented in the board packet for discussion, review and approval of the plan and budget today for the application. Research will need to be added/updated, and as per TAC's request, we will need to reduce the content while still maintaining the plan's integrity. Racene provided a summary of the estimated budget numbers and a comparison from the current fiscal year and new revenue amounts “anticipated” for FY 2025.

Steve Clairmont made a motion to approve the FY 2025 DMO Plan Narrative + Budget as proposed with a second from Matt Lautzenheiser. All in favor. Approved as presented.

**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-Beigle, Director of Communications.** Highlights provided – see reports for further information.

**TOURISM SALES/INTERNATIONAL SALES** –**Debbie Picard, Director of Sales.** Highlights provided – see reports for further information.

**PROJECT** – **Aerionna Skrutvold, Marketing Project Manager.** She attended ABA for Tourism Sales and will shift her focus to project management. Highlighted the Tourism Academy as just one of the ongoing and evolving programs that WMGC is working on.

**COMMUNITY ENGAGEMENT** – **Jenna Boltz, Director of Community Engagement and Destination Stewardship.** Highlights provided – see reports for further information.

**AGENCY AND SOCIAL MEDIA UPDATE** – Proved in staff/agency reports in board packet.

**PRESIDENT CEO** – **Racene Friede.** Highlights provided – see reports for further information.

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

**BOARD REVIEW/DISCUSSION** – Old or New Business at next meeting

Shannon Brilz adjourned the meeting at 3:06 p.m. The next board meeting is Tuesday, May 7, 2024, which will be in person and open to the public.

Minutes approved as presented on \_\_\_\_\_ and signed by:

\_\_\_\_\_  
(Presiding officer at meeting)