



Board of Director's Annual Meeting

Tuesday, May 7, 2024

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

In-person Meeting – Open to the Public

Cedar Creek Lodge

930 2nd Ave W, Columbia Falls, MT 59912

Board Attendance:

| | | |
|-----------------|---------------------------|---|
| Flathead County | Aubrie Lorona | Victoria Noble-Lee, secretary/treasurer |
| Glacier County | | |
| 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 | Barbara Liss | |
| Sanders County | Juli Thurston | |
| At large | David Diehl (Flathead) | Lailani Upham (Glacier) |
| | Riley Polumbus (Flathead) | Edna White (Missoula) |

Ex-officio

Board Members Absent:

| | |
|--------------------------|-----------------------------|
| Ray Brown | Linda Howard (Glacier) |
| Lisa Cline | Rachel Lynn Meyer (Sanders) |
| Robynne Gibaud (Sanders) | Kimberly Woodring |
| Ramona Holt | |

Glacier Country Staff:

Racene Friede, President CEO
Kristi McNeal, Director of Operations + Accounting
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 12:02 p.m. – Featured Presentation: Updates from Glacier National Park (Pete Webster, Deputy Superintendent for Glacier National Park) Website has up-to-date information, including the reservations system. Open 24 hours outside the 6 a.m. -3 p.m. reservation areas. Rolling release 120 days. 7 p.m. is when new tickets are released for reservations for the following day. HE recommends that people keep checking back as cancellations will open up with no holds. Vehicle reservations are not required at Two Medicine and Going-to-the-Sun Road from the St. Mary (east) Entrance. Website for the changes in the 2024 reservation system. The 7-day entry ticket has been modified to 3 days; most only use it for one day. We are experimenting with the idea of a single-day reservation. The misnomer is that there will be more available. Looking for the road capacity, not ticket sales. We are in the fourth year of the reservations system – GNP should be able to learn the most this year with the changes that have been introduced. 18,000+ calls answered through the call center. Review infrastructure closures on the website – tied to the Great American Outdoors Act. Fiber optics will be coming into the park. GTTS Road snow plowing is on hold because of the weather. They are at the triple arches and dealing with avalanches – we are ahead of previous dates, but we won't be opening as late this year. Opening and closing dates that it has historically been opening. May 11 – June 30 open to biking (or when the road opens). The current vehicle reservation ticket allocation is 50% 120 out and 50% the day of travel. Many Glacier and the North Fork are 30% pre-release. Bikes are loosely monitored to discourage travel between high traffic times.

BREAK – 1:02 p.m. to 1:12 p.m.

GLACIER COUNTRY BOARD MEETING: (open to the public) Shannon Brilz, Chair, called the business meeting to order at 1:12 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, Jessie Yeager (Windfall), Megan Bland (Windfall), Annie Mead (Windfall), Holly Kuehlwein (Windfall), Alex Heinich (Windfall)

BOARD MEMBER SPOTLIGHT – Lisa Cline is unable to attend due to a storm, so we will move on.

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

APPROVAL OF MINUTES – Shannon Brilz called for a motion to approve the meeting minutes from the March 12, 2024, board meeting.

Dirk De Connick made the motion to accept the minutes as presented, with a second by Matt Lautzenheiser. There were no discussions or changes. All were in favor. The minutes were approved as presented.

FINANCIAL REPORT/DISCUSSION – Victoria Lee presented the financials for public, private and Tourism Matters accounts as of March 29, 2024. Steve Clairmont motioned to accept the financials as presented with a second by Troy Douthit. There are no discussions or changes. All in favor. Financials approved as presented.

POLICY REVIEW – Policy Review/Board Policy Manual. Each board must complete annually.

BOARD BUSINESS REPORTS/DISCUSSION/ACTION ITEMS:

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

The FY 2025 private budget was presented for review and approval. At a shared meeting with the executive and finance committee, they reviewed the proposed budget for the May board meeting.

David Diehl made a motion to approve the FY 24/25 Private Budget as proposed, with a second from Aubrie Lorona. All were in favor. It was approved as presented.

GOVERNANCE COMMITTEE – Matt Lautzenheiser, committee chair & Victoria Noble-Lee, Nominations.

Board Members Presented for re-election at the May board meeting:

VOTING (3-year terms): Edna White, Aubrie Lorona, Steve Clairmont, Juli Thurston and David Diehl. Steve Clairmont will serve as a resident of Missoula County moving forward as he is moving there from Lake County for a new position. *Note that some board members filled vacant positions in the middle of a 3-year term.* Ex Officio (1-year terms) Barbara Neilan, Diane Medler and Ramona Holt.

Juli Thurston made a motion to approve the slate of board members as proposed, with a second from Riley Polumbus. All were in favor. The motion was approved as presented.

FINANCE and AUDIT COMMITTEE – Shannon Brilz (Co-Committee Chair & Ramona Holt (Co-Committee Chair)

GRANTS COMMITTEE – Aubrie Lorona, committee chair. The New Employee Retention & Scholarship program is a continued program that is being worked out.

Application from Cut Bank Trails for \$3,300 was awarded for signage and creative design.

VIC grant applications for nine organizations were awarded for \$74,000. Bigfork Area Chamber of Commerce, Bitterroot Valley Chamber of Commerce, Cut Nak Visitor Center, Libby Area Chamber of Commerce, National Museum of Forest History, Ronan Visitor Center, Seeley Lake Historical Museum and Visitor Center, The Paradise Center and Whitefish Chamber of Commerce Visitor Center.

STEWARDSHIP COMMITTEE - Linda Howard, committee chair, could not be here today. Shannon provided information on the Stewardship Plan Updates. Townhall meetings – Completed: Ravalli, Missoula, Lake, Sanders, Lincoln. Upcoming: Flathead, Glacier, Mineral. 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 travel guide has arrived, the mailing went out last week, and order forms have been coming into the office.

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, Director of Communications. Highlights provided – see reports for further information.
- **TOURISM SALES/INTERNATIONAL SALES** - Racene Friede presented this topic as Debbie Picard, Director of Sales, is at IPW. Highlights were provided; see reports for further information.
- **PROJECT** – Aerionna Skrutvold, Marketing Project Manager. Highlighted the Barberstock component for the partner/media use (photo library). Highlights provided – see reports for further information.
- **COMMUNITY ENGAGEMENT** – Jenna Boltz, Director of Community Engagement and Destination Stewardship. Highlights provided – see reports for further information.
- **AGENCY AND SOCIAL MEDIA UPDATE** – Provided in staff/agency reports in the board packet.
- **PRESIDENT CEO** – Racene Friede. Highlights provided – see reports for further information.

BUSINESS MEETING – Board discussion (tabled items from business meetings or predetermined topics) 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 3:00 p.m. The next board meeting is Tuesday, October 1, 2024, at Lubrecht Forest, Greenough, MT. It will be in person and open to the public.

Minutes approved as presented on October 1, 2024, and signed by:

(Presiding officer at meeting)

Next Board Meeting
Tuesday, October 1, 2024
Lubrecht Forest, Greenough, Montana
(In-person - Open to the Public)