



## Board of Directors Meeting

Tuesday, October 1, 2024

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

### In-person Meeting – Open to the Public

Lubrecht Forest Conference Center  
38689 MT-200, Greenough, MT 59823

## AGENDA

Noon to 12:50 p.m.

### Roundtable/Discussion/Presentation

- Featured Presentation: FY25 Winter Campaign: What's Ahead (Addie Palin and Tia Metzger from Windfall).  
*They will preview the creative campaign and media strategy for this year's Winter campaign, launching October 1.*

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

### Break

1 p.m. to 3 p.m.

### General Business Meeting

- Call to Order – Shannon Brilz
- Indigenous Land Acknowledgement
- Pledge of Allegiance (Voluntary)
- Introductions (Board, Staff, Audience)
- Board Member Spotlight – Lisa Cline
- 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 – Risk Management 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)
      - Nominations process begins for new board members
    - Finance and Audit Committee – Ramona Holt and Shannon Brilz
    - Brand Strategies Committee – Riley Polumbus (Discussion/Action)
    - Grants Committee – Aubrie Lorona (Discussion/Action)
    - Stewardship Committee – Linda Howard (Discussion/Action)
- Executive and Staff Reports; Marketing Report (Discussion/Action)
  - Administrative, Agency Report, Publicity, Sales, Community Engagement, Partnership, TAC, Tourism Matters to MT (Legislative), Voice of MT Tourism
- 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 Western Montana's Glacier Country Partner Center.*

*Glacier Country 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 10, 2024  
Virtual Meeting (Zoom) - Open to the Public