



Western Montana's Glacier Country

Board of Directors Overview + Time Commitment

[Western Montana's Glacier Country](#) (WMGC) is a nonprofit destination organization (DO) recognized as the official DO for Western Montana. Our service region covers Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, and Sanders counties, and we are funded in part by the state accommodations tax (bed tax) and private partnership funding.

Glacier Country's Board of Directors contributes to strategic direction and oversight, ensuring we meet our mission of promoting economic sustainability while preserving the quality of life for residents and quality of experience for visitors. Board members must be [partners](#) in good standing with Glacier Country through either our Basic (Free) or Signature (\$250/year) partnerships.

Meetings & Time Commitment:

- **Four board meetings per year:** Two via Zoom (March and December) and two in-person (May and October), from noon to 3 p.m.
- **Committee involvement:** Each board member is expected to serve on at least one committee. Most meetings are via Zoom and last about one hour. Committees vary on how often they meet, but no committee meets more than once a month.
- **Annual retreat:** A mandatory 2.5-day board retreat held each January, from midday Sunday to mid-day Tuesday, includes governance training, strategic planning, and other key sessions.

Depending on committee involvement, board members are expected to contribute approximately 2 to 8 hours per month during the five months when full board meetings are held. Full attendance at each meeting is a priority, as participation helps shape the future of tourism in Western Montana.

The locations of the in-person board meetings and the annual retreat change each time, and we attempt to rotate throughout the eight counties of Glacier Country.

Preapproved travel expenses for board meetings and annual retreat attendance are reimbursable, including mileage, overnight accommodation (if applicable), and meals.

Board of Directors Function

At Glacier Country, our Board of Directors serves as a **policy-making board** that provides strategic guidance and oversight rather than day-to-day operational involvement. While we are not a "working board," we operate with a higher level of engagement than traditional policy boards. And, although we are a not-for-profit, there is no element of fundraising.

The board plays a critical role in shaping the organization's long-term direction by setting the policy and direction of Western Montana's Glacier Country via the **destination stewardship**



plan, the supporting **destination organization/operations plan and approving the budget**. Although the President CEO manages all operational aspects of the organization and the agency(s) of record, the board offers valuable insight through its oversight and participation in committees. These committees allow board members to engage more deeply on specific issues, offering expertise and advice that complement the work of the staff.

Board members also serve as **representatives** of both **Western Montana's Glacier Country to their communities and their communities to the organization**. This dual responsibility involves acting as an ambassador for WMGC—promoting the organization's mission and initiatives locally—while also bringing forward the needs, concerns and perspectives of their community to ensure WMGC's strategies align with regional priorities. This exchange helps build stronger relationships and ensures that Glacier Country remains responsive and relevant to the communities we serve.

Through this collaborative approach, the board ensures that Glacier Country remains focused on its mission and is well-positioned to meet the evolving needs of both the region and its stakeholders.