



Board of Director's Annual 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

Board Attendance:

Flathead County	Aubrie Lorona	Victoria Noble-Lee, secretary/treasurer
Glacier County	Lisa Cline	Kimberley Woodring
Lake County	Steve Clairmont	
Lincoln County	Troy Douthit	
Mineral County		
Missoula County	Shannon Brilz, Chair	Matt Lautzenheiser, Vice-chair
Ravalli County	Barbara Liss	
Sanders County	Ray Brown	
At large	Riley Polumbus (Flathead)	Edna White (Missoula)
	Linda Howard (Glacier)	Robynne Gibaud (Sanders)
Ex-officio	Ramona Holt	Barb Neilan
	Diane Medler	

Board Members Absent:

Dirk DeConinck (Lake)	Rachel Lynn Meyer (Sanders)
Lailani Upham (Glacier)	Juli Thurston (Sanders)

Glacier Country Staff:

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

BROWN BAG ROUNDTABLE DISCUSSION/PRESENTATION – Called to order at 12:06 p.m. – Featured Presentation: FY25 Winter Campaign: What's Ahead (Addie Palin from Windfall). Preview the creative campaign and media strategy for this year's Winter campaign, launching October 1. Took a portion of this time for people to share how the summer was this year. Was it busy? Slow? At the community level, was it at or near capacity? Was there better balance between the number of visitors and residents. What about types of business – groups, meetings, international? What about events? Any major changes or things that impacted travel?

BREAK – 12:59 p.m. to 1:08 p.m.

GLACIER COUNTRY BOARD MEETING: (open to the public) Shannon Brilz, Chair, called the business meeting to order at 1:08 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, Addie Palin (Windfall), Annie Mead (Windfall), Holly Kuehlwein (Windfall), Beth Story (Department of Tourism), Cathy Kahnle (Scenic Montana Trails), Julie Mullins (Explore Whitefish), Candace Strauss (Montana Chamber of Commerce).

BOARD MEMBER SPOTLIGHT – Lisa Cline was born and raised on a small ranch in southern Montana, where she developed a connection to rural life prior to moving to Cut Bank. Lisa retired in 2017 after a 30-year career as a teacher. Now, she and her husband own and operate of Marketplace on Main in the downtown area of Cut Bank. In addition to her business, Lisa serves on the board for Cut Bank Trails, her husband also contributes to the community as a board member for Glacier County Economic Development.

PUBLIC COMMENT: (10 minutes maximum – two minutes per person) No comment.

APPROVAL OF MINUTES – Shannon Brilz called for a motion to approve the meeting minutes from the May 7, 2024, board meeting. Steve Clairmont made the motion to accept the minutes as presented, with a second by Victoria Noble-Lee. 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, Tourism Matters and Air Support accounts as of July 31, 2024. Matt Lautzenheiser motioned to accept the financials as presented with a second by Aubrie Lorona. There are no discussions or changes. All in favor. Financials approved as presented.

POLICY REVIEW – Risk Management Policy

BOARD BUSINESS REPORTS/DISCUSSION/ACTION ITEMS:

EXECUTIVE COMMITTEE – Shannon Brilz, Chair – Monthly meetings report (Industry, Operations, Marketing, Financial Management, Communications, Ongoing Efforts). Reminder of attendance commitment of the board attendance: let the board or staff know you will not be in attendance – but attendance and engagement are critical.

GOVERNANCE COMMITTEE – Matt Lautzenheiser, committee chair & Victoria Noble-Lee, Nominations. Resignation of David Diehl (Flathead). New board member recruitment, application online – deadline to apply is November 15, 2024. Open positions – Lincoln (1), Mineral (2), Ravalli (1), Flathead of Missoula County (1), At-Large (2), Ex-Officio (3). Troy will provide names for Victoria to call. Julie from Explore Whitefish expressed interest to apply as an ex-officio board member.

FINANCE AND AUDIT COMMITTEE: Shannon Brilz (Co-Committee Chair) and Ramona Holt (Co-Committee Chair) Joined the Executive Committee in discussing staff recommendation and implementation to add a DEPOSIT ONLY account for an extra layer of fraud protection.

BRAND STRATEGIES COMMITTEE – Riley Polumbus, committee chair. No report

GRANTS COMMITTEE – Aubrie Lorona, committee chair. No meeting – grants approved by email for Cut Bank Wayfinding Billboard, 6th Annual Bike to Barns Event

STEWARDSHIP COMMITTEE - Linda Howard, committee chair, committee meeting will be following the board meeting today.

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. Slide deck of all reports is available upon request. No action items discussed or voted on.

- **PRESIDENT CEO** – Racene Friede. Highlights were provided; see reports for further information. Testimonials for partner center were requested from all. Update on VisitAble Advocate Certification Training. Updates on stewardship and community engagement efforts (community meetings completed and one listening session done, test launch engage.glaciermt.com site, still waiting on resiliency grant award notice, Ronan pilot community tourism grant program steering committee, Seeley Lake pilot community building project, and updates on statewide efforts to organize an agritourism organization), update on partnership, lodging and data trends from Zartico, Amadeus, KeyData, Costar and STR. Recognized staff work anniversaries.
- **TOURISM SALES/INTERNATIONAL SALES** - Debbie Picard, Director of Sales. Highlights were provided; see reports for further information.
- **PUBLICITY** – Lucy Guthrie-Beighle, Director of Communications. Highlights were provided; see reports for further information.
- **PROJECT** – Aerionna Skrutvold, Marketing Project Manager. Highlights were provided; see reports for further information.
- **AGENCY AND SOCIAL MEDIA UPDATE** – Proved in staff/agency reports in the board packet.

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 3:14 p.m. The next board meeting is Tuesday, December 10, 2024, Virtual Meeting (Zoom) - Open to the Public.

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

(Presiding officer at meeting)

Next Board Meeting
 Tuesday, December 10, 2024,
 Virtual Meeting (Zoom) - Open to the Public