



Board of Directors Meeting

Tuesday, March 11, 2025

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

Zoom – Open to the Public

Board Attendance:

Flathead County	Aubrie Lorona	Victoria Noble-Lee, secretary/treasurer
Glacier County	Lisa Cline	Kimberley Woodring
Lake County	Steve Clairmont	Dirk De Coninck
Lincoln County		
Mineral County		
Missoula County	Shannon Brilz, Chair	Matt Lautzenheiser, Vice-chair
Ravalli County	Barbara Liss	Mary Casper
Sanders County	Ray Brown	Juli Thurston
At large	Riley Polumbus (Flathead)	Edna White (Flathead) Lailani Upham (Glacier)

Ex-officio:

Diane Medler	Julie Mullins
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Board Members Absent:

Troy Douthit (Lincoln County)	Robynne Gibaud (Sanders)
Linda Howard (At large Glacier)	Ramona Holt (Ex-Officio)
Rachel Lynn Meyer (At large Sanders)	Barb Neilan (Ex-officio)

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 12:00 p.m. – Featured Presentations: Legislative updates – Advocacy Efforts – Tourism Matters to Montana bill watch review- Support, Oppose, Neutral/Monitor.

Navigating Uncertainty – A Strategic Approach to Tourism Resilience. Strategy, Communication Goals, Strategies Overview, Sustainable Tourism & Economic Stability, Timely & Accurate Information, Responsible Recreation Messaging, Community & Business Engagement, Leveraging Data For Decision Making, Tailored Messaging For Audiences, Montana & Canada.

BREAK – 12:50 p.m. to 1:00 p.m.

GLACIER COUNTRY BOARD MEETING: (open to the public) Shannon Brilz, Chair, called the business meeting to order at 1:00 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), Annie Mead (Windfall), Holly Kuehlwein (Windfall), Megan Bland (Windfall), Raylene Rider (LC Staffing/WMGC), Ben Dorrington (Evergreen Chamber of Commerce), Mimi Gustafson (Holiday Inn Missoula Downtown), Taylor Tidwell (Destination Montana), Kayla Hartley (Pursuit Glacier Park Collection), Lisa Tate (National Museum of Forest Service History)

BOARD MEMBER SPOTLIGHT – N/A

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 December 10, 2024, board meeting. Matt Lautzenheiser made the motion to accept the minutes as presented, with a second by Steve Clairmont. There were no discussions or changes. All were in favor. The minutes were approved as presented.

FINANCIAL REPORT/DISCUSSION – Victoria Noble-Lee presented the financials for public, private, Tourism Matters, Line of Credit, Air Service Support (modified interest to be \$600.23 instead of \$.23 as shown in the slide), and Electronic Funds (EFT Account) accounts as of January 31, 2025. Steve Clairmont motioned to accept the financials as presented with the Air Service account correction with a second by Lisa Cline. There are no discussions – changes noted from the meeting slide – no change from the board packet. All in favor. Financials approved as presented.

POLICY REVIEW – Conflict of Interest

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.** Mineral Country—Steven DeLisle was unable to accept the board position he was elected to in December; Victoria will contact him next fall to revisit whether he can join our board of directors.

Elections for the existing board members will be voted on at the annual meeting in May; please contact Victoria if you are a board member needing re-election to remain on the board.

FINANCE and AUDIT COMMITTEE: Shannon Brilz (Co-Committee Chair) and Ramona Holt (Co-Committee Chair).

Shannon Brilz presented the 990 to the board for review/approval. Aubrie Lorona motioned to accept the 990 as presented, with a second by Steve Clairmont. There were no discussions or changes. All were in favor. The 990 was approved as presented.

BRAND STRATEGIES COMMITTEE – Riley Polumbus, committee chair. The committee reviewed the 2025-2026 Travel Guide Proof and noted changes that needed to be made. Windfall and WMGC staff reviewed and completed the changes – and provided an update to the printer yesterday for pre-production proof.

FY 2026 DO Plan Narrative and Budget Review. Racene Friede, President CEO presented the FY 2026 DO Plan Narrative and Budget Review to the board for review/approval.

Riley Polumbus asked for a motion to approve FY 2026 DO Plan Narrative and Budget Review as presented, Mary Casper motioned to approve the FY 2026 DO Plan Narrative and Budget Review as presented, with a second by Lailani Upham. There were no discussions or changes. All were in favor. The FY 2026 DO Plan Narrative and Budget Review were approved as presented.

GRANTS COMMITTEE – Aubrie Lorona, committee chair. A meeting to discuss the VIC program needs to be scheduled.

STEWARDSHIP COMMITTEE — Linda Howard is the committee chair. Linda is not at the meeting – no report, the survey is on hold.

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.

- **COMMUNICATIONS** – Lucy Guthrie-Beighle, Director of Communications. Highlights were provided; see reports for further information. Recent Coverage, Pre-Outdoor Media Summit, Events.
- **TOURISM SALES/INTERNATIONAL SALES** – Debbie Picard, Director of Sales. Debbie is returning from a Travel/Trade Show - Highlights were provided on her behalf by Racene Friede; see reports for further information. Updates, Travel Trade Events, Highlights.
- **PROJECT** – Aerionna Skrutvold, Marketing Project Manager. Highlights were provided; see reports for further information. Reminder to post Travel Deals and Events. Community Event Marketing Assistance Program.
- **AGENCY AND SOCIAL MEDIA UPDATE** – Provided in staff/agency reports in the board packet. Presented the Travel Guide highlights/sneak peek. New Guide Glacier landing pages video - Kootenai Anglers and Indigikitchen videos. Travel Guide arrives Mid-April.
- **PRESIDENT CEO** – Racene Friede. Highlights were provided; see reports for further information. General Updates, December Meeting minutes, board retreat survey, Form 990, FY 2025 DO Plan Narrative & Budget, Financial Statements (November – January), Zartico updates/reporting. FY 2025 Plan Implementation – ongoing, Seeley Lake Community Building Project, Recreate Responsibility MT Website, Good Neighbor Website, Workforce

Development and Business Sentiment Surveys – on hold. Engage.glaciermt.com content. Social Inclusion Initiative. Product Development Project and Regional Resiliency Grant.

Reminder of a request for testimonials for the Partner Center.

Registration for the Governor's Conference is still open. It will be held in Helena, and the link was shared in the chat by Racene.

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 2:35 p.m. The next board meeting is the annual meeting - Tuesday, May 13, 2025.

Minutes approved as presented on May 13, 2025, and signed by:

(Presiding officer at the meeting)

Next Board Meeting: Tuesday, May 13, 2025
In-person (TBD) - Open to the Public