



Board of Director's Meeting

Tuesday, March 14, 2023

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

Virtual Meeting – Open to the Public

Zoom Webinar

RSVP at <https://partners.glaciermt.com/news/2855>

Board Attendance:

Flathead County	Aubrie Lorona	Victoria Lee, secretary/treasurer
Glacier County	Brenda Schilling	Ashley Kavanagh
Lake County	Dirk De Coninck	Steve Clairmont
Lincoln County	Myranda Cravens	
Mineral County		
Missoula County	Shannon Brilz, Chair	Matt Lautzenheiser 2 nd vice-chair
Ravalli County	Barbara Liss	
Sanders County	Juli Thurston	Ray Brown
At large	Myranda Cravens (Lincoln)	Riley Polumbus (Flathead)
	Ramona Holt (Missoula) vice chair	Lailani Upham (Glacier)
	David Diehl	Edna White (Missoula)
	Linda Howard (Glacier)	
Ex-officio	Diane Medler	Barb Neilan

Board Members Absent:

Rob Harvey (Mineral County)	Troy Douthit (Lincoln County)
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Glacier Country Office:

Racene Friede, President CEO
Kristi McNeal, Director of Operations + Accounting
Debbie Picard, Director of Sales
Lucy Beighle, Director of Communications
Jenna Boltz, Director of Community Engagement

BROWN BAG ROUNDTABLE DISCUSSION/PRESENTATION – Called to order at 12:03 p.m. – Featured presentation: 2023 Legislative Updates from Racene Friede and Diane Medler

Break from 12:47 p.m. – 1:02 p.m.

GLACIER COUNTRY BOARD MEETING: (open to the public) Shannon Brilz, chair called the business meeting to order at 1:02 p.m. Thank you to the panelist in the initial session.

PLEDGE OF ALLEGIANCE: (voluntary)

INTRODUCTIONS: Shannon provided introductions of each of the board members and staff.

BOARD MEMBER SPOTLIGHT – Steve Clairmont. Representing Lake County. Born and raised in Dixon and Sanders County. Attended DeVry College in Phoenix with a degree in electronics/engineering. His first job was in Venezuela. He went on to work for LAM Research Corporation and started an office in Germany for two years doing electronic engineering. His career allowed him to utilize his electrical engineering degree while working in Israel, Europe and Scandinavia. He later pursued his business administrative degree from University of Phoenix before moving back to Montana. Most of his career back in Montana has been with tribal entities prior to joining Mission West Community Development Partners.

PUBLIC COMMENT: (10 minutes maximum – two minutes per person) Public in Attendance: Alex Hanich (Windfall), Holly Kuehlwein (Windfall), Jim McGowan (Windfall), Annie Mead (Windfall), Tia Metzger (Windfall), Jessie Yeager (Windfall), Alicia Harvey (TAC - chair/Museum of the Rockies/TAC), Dan Hansen (Explore Whitefish), Gil Mangels (Miracle of America Museum), Mike Johnson (TAC – vice chair/My Place Hotel), Mimi Hall-Gustafson (Holiday Inn Missoula Downtown), Rebecca Engum (Great Falls CVB), Steve Hill (Pintler’s Portal Hostel in Anaconda), Dan Peterson (Peterson CPA)

APPROVAL OF MINUTES: Shannon Brilz called for a motion for the approval of meeting minutes from the December 13, 2022, board meeting. Victoria Lee made the motion to accept the minutes as presented with a second by Matt Lautzenheiser. No discussion or changes. All in favor. Minutes approved as presented.

FINANCIAL REPORT/DISCUSSION: Victoria Lee presented the financials as of January 31, 2023, for public, private and Tourism Matters accounts. Brenda Schilling made the motion to accept the financials as presented with a second by Ramona Holt. No discussion or changes. All in favor. Financials approved as presented.

POLICY REVIEW: Committees – Appointment by the board chairperson. Committees, standing or special, shall be appointed by the Board Chairperson annually or as the Board deems necessary to carry on the work of the Board and present recommendations on action items to the full Board. The Board of Directors may provide for the creation and temporary duration of special committees as may be deemed necessary and may determine the selection of Board members and prescribe their duties. The Chairperson shall annually appoint members of the Board to each committee.

Committee meetings are not considered meetings of the full Board of Directors. May board meeting noon discussion will focus on GCT committees based on destination stewardship plan – COMMITTEES REIMAGINED. Focusing on making sure that the organization is in-line with the current role as it has evolved. Committee evaluation is needed for the inclusion of the destination stewardship plan.

BOARD BUSINESS REPORTS/DISCUSSION/ACTION ITEMS:

AUDIT COMMITTEE – Matt Lautzenheiser, committee chair. Independent Audit provided by Dan Peterson, Full independent combined financial statement audit and internal review. Completed a full audit last year in addition to a single audit. This year was a financial statement review. Based on the review, they are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with the modified cash basis of accounting described in Note 2A. In conclusion – this is considered very good based upon the materials reviewed.

Question was asked about if GCT should consider spreading the money out based upon the recent bank closures. This opens the discussion on amounts that are vulnerable without other options for funds over the FDIC insurance up to \$250,000. Dan suggested that GCT discuss having the bank collateralize the sweep accounts for additional protection from FIB.

- **Audit Updates** – Matt Lautzenheiser requested a motion to accept the audit as presented. Steve Clairmont made the motion to as presented with a second by Victoria Lee, no discussion or changes. All in favor. Audit approved as presented.
- **990 approval** – Matt Lautzenheiser requested a motion to accept the 990 as presented – Ramona Holt as presented with a second by Brenda, no discussion or changes. All in favor. 990 approved as presented.
- **Line of Credit renewal** – Matt Lautzenheiser requested a motion to accept the renewal of the \$150,000 line of credit as presented – Steve Clairmont as presented with a second by Aubrie Lorona, no discussion or changes. All in favor. Renewal of line of credit approved as presented.

EXECUTIVE COMMITTEE – Shannon Brilz, committee continues to meet at least monthly virtually (industry, operations, marketing, financial management, communications, ongoing efforts).

- **Monthly meetings** (Industry, operations, marketing, financial management, communications, ongoing efforts)
- **Board retreat survey results provided in the board packet**, planning to begin for the next year retreat if you have suggestions and ideas.
- **New office** – 3021 Palmer Street, Suite A, Missoula MT 59808
- **MT vs. Google lawsuit** – GCT received an email from State of Montana legal counsel in regards to a subpoena sent to the state during the discovery phase of a lawsuit the state of Montana and 9 or 10 other states have filed against Google. Staff has talked with GCT legal counsel and the state legal counsel and have made an argument that GCT is not subject to the subpoena because we are an independent 501 c 6 organization. Our contract with the state is to provide for the orderly distribution of lodging tax proceeds to regional nonprofit tourism corporations and does not create a partnership, joint venture, joint enterprise, or joint undertaking of any sort between the Department and GCT, its agents, employees, cooperators, subcontractors, or independent contractors during the performance of our plans approved and overseen by the Tourism Advisory Council.
- **Scholarship** – EC suggested the establishment of a scholarship program – private funds to use for a high school student scholarship entering into the tourism/hospitality industry. Review a template for the requirements and beginning the process for budgeting. Barbara Liss made a motion to explore establishing a scholarship for the board, with a second by Ramona Holt. Board will keep this in mind to include with the board committee review.
- **Private fund investment** – Shannon Brilz requested a motion for Racene Friede and the executive committee to investigate opportunities of possible investments as presented. Ramona made the motion to as presented with a second by Brenda Schilling, no discussion or changes. All in favor. Motion to approve with the private fund investment approved as presented. With the full support by the full board to invest.

NOMINATIONS COMMITTEE – Victoria Noble-Lee, committee chair. Process begins for elected officers and the annual meeting in May. Current officers, two-year term expires May 2023, Chair Shannon Brilz, Ramona Holt (this will be her second term out)

MARKETING COMMITTEE – Shannon Brilz, committee chair requested that Racene provide the overview.

- **FY 2024 DMO Plan Narrative and Budget.** Updated/new since committee review, target audience updates – Destination Analysts & Montana Travel Target. Overview provided and explained for new members and those not familiar with the regulatory requirements. New Rules and Procedures incorporated into the plan this year.

- As discussed at the retreat, GCT will look at re-branding and what that would look like for the future narrative and budgets.
- Tia Metzger provided highlighted changes.
- Budget – review revenue & budget from FY22/23.

Shannon Brilz requested a motion to accept the FY 2024 DMO Plan Narrative and Budget as presented. Ramona Holt made a motion to approve the FY 2024 DMO Plan Narrative and Budget as presented with a second by Steve Clairmont, no discussion or changes. All in favor. FY 2024 DMO Plan Narrative and Budget approved as presented.

GRANTS COMMITTEE – Shannon Brilz, committee chair. VIC and Cooperative marketing grants – VIC minutes included in the board packet. Wrapped up 2022 grants and are preparing for 2023 grants to include a new requirement of payroll software. Trends of VIC with the real estate issues and re-evaluating for the next year and if it needs to be restructured.

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 – Debbie Picard for Aerionna Skrutvold who is absent today. Highlights provided – see reports for further information.

INTERNATIONAL SALES – Debbie Picard, Director of Sales. 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 – Tia Metzger, Client Services Director (Windfall Agency) and Jessie Yeager, Senior Account Manager. Highlights provided – see reports for further information.

PRESIDENT CEO – Racene Friede. Highlights provided – see reports for further information.

BUSINESS MEETING – Board discussion (tabled items from business meeting or predetermined topic) 2023 Glacier National Park Vehicle Reservations System update/overview provided by Debbie Picard. Encourage all of the board members to share information, training sessions with their communities and businesses.

BOARD REVIEW/DISCUSSION – Old or New Business at next meeting – Financial P&L, balance sheet review/approval for public, private and Tourism Matters to MT. Review/accept auditor’s report approval by full board.

Shannon adjourned the meeting at 3:27 p.m. Next board meeting is Tuesday, May 9, 2023 which will be at Lakeside Cabins Resort in Trout Creek, open to the public.

Minutes approved as presented on _____ and signed by:

(Presiding officer at meeting)