



Board of Directors Meeting

Tuesday, December 10, 2024

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		
Sanders County	Ray Brown	Juli Thurston
At large	Riley Polumbus (Flathead) Linda Howard (Glacier) Rachel Lynn Meyer (Sanders)	Edna White (Missoula) Lailani Upham (Glacier)

Ex-officio:

Ramona Holt	Diane Medler
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Board Members Absent:

Troy Douthit (Lincoln County)	Barb Neilan (Ex-officio)
Robynne Gibaud (Sanders)	Barbara Liss (Ravalli County)

Glacier Country Staff:

Racene Friede, President CEO
Kristi McNeal, Director of Operations + Accounting
Lucy Beighle, Director of Communications
Aerionna Skrutvold, Marketing Project Manager

BROWN BAG ROUNDTABLE DISCUSSION/PRESENTATION – Called to order at 12:01 p.m. – Featured Presentations:

- Independent Financial Audit Report (Sam Lengyel and Laura Weston – Linked Accounting)
- Voice of Montana Tourism: Value of the Visitor (Dax Schieffer)

BREAK – 12:56 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: Raylene Rider, WMGC/LC Staffing, Derek DesRosier (Sun Tours), Gil Mangels (Miracle of America Museum), Sam Lengyel (Linked Accounting), Addie Palin (Windfall), Annie Mead (Windfall), Holly Kuehlwein (Windfall), Megan Bland (Windfall), Susan James (Libby Dam), Mary Casper (City Center Motel), Julie Mullins (Explore Whitefish), Ed Wetherbee (Many Springs Flathead Lake Resort), Kehli Hazlett (Butte-Silver Bow Chamber of Commerce).

BOARD MEMBER SPOTLIGHT – N/A

PUBLIC COMMENT: (10 minutes maximum – two minutes per person) Miracle of America Museum continues to be open year-round with the Annual Winterfest Saturday, January 11th, 2025. Libby Dam 50th Anniversary Commemoration of the Dedication of the dam will be held on Saturday, August 23rd, 2025.

APPROVAL OF MINUTES – Shannon Brilz called for a motion to approve the meeting minutes from the October 1, 2024, board meeting. Ramona Holt made the motion to accept the minutes as presented, with a second by Edna White. 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, and Electronic Funds (EFT Account) accounts as of October 31, 2024. Steve Clairmont motioned to accept the financials as presented with a second by Matt Lautzenheiser. There are no discussions or changes. All in favor. Financials approved as presented.

POLICY REVIEW – Financial Audit 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 the board attendance commitment: 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. New board member nominations. Open positions – Lincoln (1), Mineral (2), Ravalli (1), Flathead of Missoula County (1), At-Large (2), Ex-Officio (3).

- Mineral County (Voting)– Steven DeLisle (Alberton Orchards)
- Ravalli County (Voting) – Mary Casper (City Center Motel)
- Ex–Officio (Non-Voting) – Julie Mullins (Explore Whitefish)
- Transition: Change Edna White (Averill Hospitality) from a Missoula County representative to a Flathead County Representative.

Victoria Noble-Lee presented the slate of nominations and transition of Edna White to the board for review/approval. Ramona Holt motioned to accept the nominations as presented, with a second by Matt Lautzenheiser. There were no discussions or changes. All were in favor. The nominations were approved as presented.

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

Shannon Brilz presented the FY 2024 Independent Financial Statement Audit Report for review/approval presented in the board packet and during the round table presentation at noon today. Steve Clairmont

motioned to accept the FY 2024 Independent Financial Statement Audit Report as presented with a second by Victoria Noble-Lee. There are no discussions or changes. All in favor. FY 2024 Independent Financial Statement Audit Report approved as presented.

BRAND STRATEGIES COMMITTEE – Riley Polumbus, committee chair. Travel Guide Cover Photo Selection presented by Megan Bland (six options presented for ranked vote). The board voted via MentiMeter to select the travel guide cover. The Northern Lights image was selected for FY 25/26.

GRANTS COMMITTEE – Aubrie Lorona, committee chair. No Report.

STEWARDSHIP COMMITTEE — Linda Howard is the committee chair. The committee met following the last meeting to discuss the community engagement position, including the scope of the position, the timing of the hiring, and expectations.

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.

- **PRESIDENT CEO** – Racene Friede. Highlights were provided; see reports for further information. General Updates, Testimonial Reminder, BambooHR, Advocacy Efforts, Regional Resiliency Grant, Winter Campaign, Partnership, Lodging Trend Data.
- **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. Projects, Klear Tracking.
- **AGENCY AND SOCIAL MEDIA UPDATE** – Provided 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. With the reporting finishing ahead of schedule a longer information exchange between the board members highlighting the challenges that they encountered over the summer.

BOARD REVIEW/DISCUSSION – Old or New Business at next meeting

Shannon Brilz adjourned the meeting at 2:54 p.m. The next board meeting is Tuesday, March 11, 2025, a Virtual Meeting (Zoom) to review and approve the FY 2026 DMO Plan and Budget, which is Open to the Public.

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

(Presiding officer at the meeting)

Next Board Meeting: Tuesday, March 11, 2025
Virtual Meeting (Zoom) - Open to the Public