



## **Board of Directors Meeting**

**Tuesday, October 14, 2025**

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

**In-person – Open to the Public**

**Finley Point Grill**, 35427 Montana Hwy 35 #6, Polson, MT 59860

### **Board Attendance:**

Flathead County	Victoria Noble-Lee, secretary/treasurer	
Glacier County	Kimberley Woodring	
Lake County	Dirk De Coninck	Steve Clairmont
Lincoln County	Open	
Mineral County	Open	
Missoula County	Shannon Brilz, Chair	
Ravalli County	Barbara Liss	Mary Casper
Sanders County		
At large	Lailani Upham (Glacier) Edna White (Flathead)	Rachel Lynn Meyer (Sanders)

### **Ex-officio:**

Ramona Holt	Barb Neilan
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### **Board Members Absent:**

Lisa Cline (Glacier)	Aubrie Lorona (Flathead)
Linda Howard (Glacier)	Riley Polumbus (Flathead)
Robynne Gibaud (Sanders)	Matt Lautzenheiser (Missoula)
Juli Thurston (Sanders)	Diane Medler (Ex officio)

### **Glacier Country Staff:**

Racene Friede, President CEO  
Kristi McNeal, Director of Operations + Accounting  
Debbie Picard, Director of Sales  
Aerionna Skrutvold, Marketing Project Manager

**BROWN BAG ROUNDTABLE DISCUSSION/PRESENTATION** – Called to order at 12:01 p.m. –  
Featured Presentations: Montana Department of Commerce (Pat Doyle – Marketing Manager)

**BREAK** – 12:51 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:** Megan Hill Sundy – new Community Liaison for WMGC, Pat Doyle (MT Dept of Commerce), Alex Wardwell (Windfall), Jessie Yeager (Windfall), Annie Mead (Windfall), Holly Kuehlwein (Windfall), Addy Palin (Windfall), Haylee Driver (Windfall) Gil Mangels (Miracle of America Museum), Dez Gashler (Miracle of America Museum), Lori Abramson (Polson Chamber) Jessica Dauterive (Polson Chamber), Annie Young (Discover Kalispell), Tamara Starkel (Spotted Wing Vacation Rentals), Vina Little Owl (Little Owl & Associates)

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

**APPROVAL OF MINUTES** – Shannon Brilz called for a motion to approve the meeting minutes from the board meeting on May 13, 2025. Edna White motioned to accept the minutes as presented, with a second by Mary Casper. 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 August 29, 2025. Steve Clairmont motioned to accept the financials as presented, with a second by Rachel Meyer. There was no further discussion. All in favor. The motion passed and the financials were approved as presented.

**POLICY REVIEW** – Governance Documents/Policies: Work Plan Outline – Foundational Governance Policies, Legal Compliance and Ethics Policies, Financial Governance Policies, 501(c) 6 Specific Governance Policies, Board Development Policies, Leadership and Succession Plans, Committee Structure and Effectiveness Policies, Transparency and Stakeholder Relations Policies, Risk Management and Legal Compliance Policies, Policy Management and Review and Appendices.

**BOARD BUSINESS REPORTS/DISCUSSION/ACTION ITEMS:**

**EXECUTIVE COMMITTEE** – Shannon Brilz, Chair – Monthly meetings report (Industry, Operations, Marketing, Financial Management, Communications, Ongoing Efforts). The committee also noted the resignation of Ray Brown, who left his position and is in the process of moving out of Sanders County.

**GOVERNANCE COMMITTEE** – Shannon Brilz, Chair. The Governance Committee is reviewing the bylaws and board policies work plan. New board member Nominations are open, with a November deadline for board applications – three applicants have started the interview process. The call for nomination applications is now online and will be sent to the nominations committee for review and to arrange interviews.

**FINANCE and AUDIT COMMITTEE:** Shannon Brilz (Committee Chair). The committee will shortly review the independent financial statement audit started in August. The auditor will present the findings at the end of this month, followed by a presentation to the full board at the December Board meeting. This will allow the organization to begin the 990 with the CPA. The state annual compliance audit will be conducted in person by Eide Bally during November. Initial audits began statewide in July with a mid-audit stop for contract and clarification on processes and requirements.

**BRAND STRATEGIES COMMITTEE** – Shannon Brilz, No Report.

**GRANTS COMMITTEE** – Shannon Brilz, No Report. 2025 VIC end-of-year data was due September 30, 2025. Staff are reviewing the final compliance requirements and data for reports.

**STEWARDSHIP COMMITTEE** — Shannon Brilz. No Report.

**EXECUTIVE AND STAFF REPORTS:** (discussion/action) Administrative, advertising, publicity, sales, Tourism Matters (legislative), Voices of MT.

- **TOURISM SALES/INTERNATIONAL SALES** – Debbie Picard, Director of Sales. Highlights were provided; see the reports for further information.
- **COMMUNICATIONS** – Racene on behalf of 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. Updates included the Community Event Marketing Assistance Program and a list of recently awarded events.
- **AGENCY AND SOCIAL MEDIA UPDATE** – Jessie Yeager, account representative and Haylee Driver, paid media account representative. Provided in staff/agency reports in the board packet.
- **PRESIDENT CEO** – Racene Friede. Highlights were provided; see reports for further information.

**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 3:04 p.m.

Minutes approved as presented on December 9, 2025, and signed by:

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(Presiding officer at the meeting)

**Next Board Meeting:** Tuesday, December 9, 2025

Virtual (Zoom) - Open to the Public