



Board of Directors Meeting

Tuesday, December 9, 2025

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

Virtual – Open to the Public

Board Attendance:

Flathead County	Victoria Noble-Lee, secretary/treasurer	
Glacier County	Kimberley Woodring	Lisa Cline
Lake County	Steve Clairmont	
Lincoln County	Open	
Mineral County	Open	
Missoula County	Shannon Brilz, Chair	Matt Lautzenheiser
Ravalli County	Barbara Liss	Mary Casper
Sanders County		
At large	Edna White (Flathead) Riley Polumbus (Flathead) Linda Howard (Glacier) Lailani Upham (Glacier)	Rachel Lynn Meyer (Sanders)

Ex-officio:

Ramona Holt	Barb Neilan
Diane Medler	

Board Members Absent:

Aubrie Lorona (Flathead County)	Robynne Gibaud (Sanders County)
Dirk DeConinck (Lake County)	

Glacier Country Staff:

Racene Friede, President CEO
Kristi McNeal, Director of Operations + Accounting
Debbie Picard, Director of Sales
Lucy Beighle, Director of Communications
Megan Hill Sundy, Community Liaison
Raylene Rider, Office Assistant

BROWN BAG ROUNDTABLE DISCUSSION/PRESENTATION – Called to order at 12:03 p.m. – Featured Presentations: Megan Bland and Jessie Yeager (Windfall Studio) Travel Guide Cover + Webpage Enhancements. Board voting through Mentimeter.

Introduction of Mindtrip – Staff introduced Mindtrip, an AI trip planning tool built into the website to help visitors create customized itineraries. This tool will supplement the Contact Center, providing enhanced customer service and additional support for VIC and frontline staff in our communities.

Website traffic patterns continue to shift as more people turn to AI for trip planning. Mindtrip will help us adapt to these changes and provide valuable insights as we monitor evolving KPIs. Following its launch, the platform will also provide integration options for partner businesses.

BREAK – 12:59 p.m. to 1:02 p.m.

GLACIER COUNTRY BOARD MEETING: (open to the public) Shannon Brilz, Chair, called the business meeting to order at 1:03 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), Megan Bland (Windfall), Haley Driver (Windfall), , Jim McGowan (Windfall), Holly Kuehlwein(Windfall), Brian Ellestad (Missoula Montana Airport), Cari Klepper (Whitefish Songwriter Festival), Cresta Nicol (Eureka Area Chamber of Commerce), Diane Magone (Big Sky Passenger Rail Authority), Kim Whittemore (Big Sky Passenger Rail Authority), Michelle Oliveri (Discover Kalispell), Mimi Gustafson (Holiday Inn Missoula Downtown), Shauni Seccombe (Great Falls Development Alliance)

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 October 14, 2025. Steve Clairmont motioned to accept the minutes as presented, with a second by Victoria Lee. 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, 2025. Steve Clairmont motioned to accept the financials as presented, with a second by Mary Casper. There was no further discussion. All in favor. The motion passed and the financials were approved as presented.

POLICY REVIEW – Attendance

BOARD BUSINESS REPORTS/DISCUSSION/ACTION ITEMS:

EXECUTIVE COMMITTEE – Shannon Brilz, Chair – Monthly meetings report (Industry, Operations, Marketing, Financial Management, Communications, Ongoing Efforts). Resignation of Juli Thurston from our board of directors with her retirement, new business and family commitments.

GOVERNANCE COMMITTEE – Victoria Lee, Vice Chair – New Board Member Nominations. Victoria and Shannon reviewed the applications and conducted interviews with the candidates. The committee met to discuss and recommend the applications, providing feedback from the interview

process. Victoria introduced the nominations and presented the committee's slate for a vote by the full board.

Mineral County – Steven DeListle (Alberton Orchards)
Lincoln County – Cresta Nicol (Eureka Chamber of Commerce)
Mineral County – Diane Magone (Big Sky Rail Authority)

Steve Clairmont motioned to accept the nominations as presented, with a second by Matt Lautzenahuser. There was no further discussion. All in favor. The motion passed and **Steven DeLisle, Cresta Nicol** and **Diane Magone** were approved as presented. Welcome to the Western Montana Glacier Country's board of directors.

FINANCE and AUDIT COMMITTEE: Shannon Brilz (Committee Chair). Independent Audit Report – the committee heard the draft by the auditor and voted to approve it for presentation at the December meeting. The compliance audit report from Eide Bailly has not been provided yet to any of the DMO as they work on the final reporting for the TAC.

BRAND STRATEGIES COMMITTEE – Riley Polumbus (Chair). No Report.

GRANTS COMMITTEE – Shannon Brilz (Committee Chair). No Report.

STEWARDSHIP COMMITTEE — Linda Howard. 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** – Lucy Guthrie-Beighle, Director of Communications. Highlights were provided; see reports for further information
- **PROJECT**— Racene on behalf of Aerionna Skrutvold, Marketing Project Manager. Aerionna and her family welcomed Soren on Friday and began her maternity leave. Board Participation for Visitable training available – reach out to Racene. Highlights were provided; see reports for further information.
- **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. Introduced the Recreate Responsibly and Good Neighbor website buildout. These are funded through the Resiliency Grant that we have done with the Montana Department of Commerce.
- **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 3:03 p.m.

Minutes approved as presented on March 10, 2026, and signed by:

(Presiding officer at the meeting)

Next Board Meetings

Tuesday, March 10, 2026

Virtual (Zoom) - Open to the Public

Tuesday, May 12, 2026

In-person (TBD) – Open to the Public

Tuesday, October 13, 2026

In-person (TBD) – Open to the Public

Tuesday, December 8, 2026

Virtual (Zoom) – Open to the Public