



## Board of Directors Meeting

Tuesday, March 10, 2026

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	Dirk DeConinck	
Lincoln County	Cresta Nicol	
Mineral County	Steven DeLisle	Diane Magone
Missoula County	Shannon Brilz, Chair	
Ravalli County	Barbara Liss	Mary Casper
Sanders County	Vacancy	
At large	Edna White (Flathead) Riley Polumbus Vice Chair (Flathead)	Lailani Upham (Glacier)

### Ex-officio:

Ramona Holt	Diane Medler
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### Board Members Absent:

Steve Clairmont (Lake County)	Aubrie Lorona (Flathead County)
Linda Howard (Glacier)	Rachel Lynn Meyer (Sanders)
Matt Lautzenheiser Vice Chair (Missoula County)	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  
Megan Hill Sundy, Community Liaison  
Raylene Rider, Office Assistant

**BROWN BAG ROUNDTABLE DISCUSSION/PRESENTATION** – Called to order at 12:02 p.m. – Featured Presentations. **FY 2027 DO Operations/Marketing Plan – Public & Private Budgets** presented/provided in the Board Packet. This will be discussed and voted on during the board meeting later this afternoon.

**Destination Stewardship Plan (2022-2032)** – Status Tracking plan, we are on the third year of the ten-year plan <https://partners.glaciermt.com/destination-stewardship>

**Information Sharing** – reminder of posting **events** on our website <https://glaciermt.com/events>,  
**Department of Commerce – Rural Tourism Asset Grant Program**  
<https://commerce.mt.gov/Business/Programs-and-Services/Tourism-Marketing/Tourism-Grant-Program/Rural-Tourism-Asset-Grant-Program>

**BREAK** – 12:57 p.m. to 1:01 p.m.

**GLACIER COUNTRY BOARD MEETING:** (open to the public) Shannon Brilz, Chair, called the business meeting to order at 1:01 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 (Blackfoot) peoples.

**PLEDGE OF ALLEGIANCE:** (voluntary)

**INTRODUCTIONS** – Board members and staff.

**Public in Attendance:**

Jessie Yeager (Windfall), Haley Driver (Windfall), Annie Mead (Windfall), Megan Bland (Windfall), Jim McGowan (Windfall), Holly Kuehlwein (Windfall),

Brian Ellestad (Missoula Airport), Cari Klepper (Whitefish Songwriter Festival), Christy Cummings Dawson, Dax Schieffer, Dez Gashler (assistant CEO of the Miracle of America Museum), Emily Park, Jenny Cloutier, Lisa Troyer (Department of Commerce), Mike Johnston, Shannon Wicks, Tamara Starkel (Yurt on the Clark Fork River), Zak Anderson (Explore Whitefish).

**BOARD MEMBER SPOTLIGHT:** Diane Magone

**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 December 9, 2025. Victoria Noble Lee made a motion to accept the minutes as presented, with Mary Casper seconding. 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 December 31, 2026. Barbara Liss motioned to accept the financials as presented, with a second by Riley Polumbus. There was no further discussion. All in favor. The motion passed and the financials were approved as presented.

**POLICY REVIEW – Annual Compliance Agreement** – sent to the board on March 6, 2026, via email from Racene. Each year, board members complete the Annual Compliance Agreement to affirm their commitment to the standards that guide our operations, including Conflict of Interest, Code of Conduct, Whistleblower Policy, Document Retention, and Fiduciary Duty. Please complete by the end of the week if you have not already.

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

**EXECUTIVE COMMITTEE** – Shannon Brilz, Chair – Monthly meetings report (Industry, Operations, Marketing, Financial Management, Communications, Ongoing Efforts).

**GOVERNANCE COMMITTEE** – Victoria Lee, Vice Chair – Term Renewals, Shannon Brilz and Victoria Lee term out, but as officers, they will serve until they complete their roles into 2027. Additionally, Lisa Cline, Linda Howard, Rachel Lynn Meyer and Lailani Upham will be up for election at the annual meeting.

**FINANCE and AUDIT COMMITTEE:** Shannon Brilz (Committee Chair).

The Executive Committee voted to approve the filing of the **990** as presented between the December meeting and today, which is in the packet for review if you have any questions.

Requested approval to renew the **Line of Credit**. Riley Polumbus motioned to accept the Line of Credit Renewal as presented, with a second by Barbara Liss. There was no further discussion. All in favor. Motion carried.

**GRANTS COMMITTEE** – Shannon Brilz (Committee Chair). Presented the 2025 VIC summary reports.

Requested approval of the **2025 VIC** program reports as presented. Victoria Noble Lee motioned to accept the 2025 VIC program reports as presented, with a second by Dirk DeConnick. There was no further discussion. All in favor. Motion carried.

Edna White commented that it would be great for the group to brainstorm another way to support the communities in future years, possibly more effectively. Megan will implement minor shifts, including creating reference materials for the program requirements. As she goes out to the communities and visits the participating VICs, she plans to discuss trends, program requests and will be able to provide additional information on community needs in the future. Finding out why, understanding the value, and learning what is happening will provide additional information from those conversations.

**BRAND STRATEGIES COMMITTEE** – Riley Polumbus (Chair).

**FY 2027 DO Operations Plan & Budget for Public and Private** discussed during the roundtable discussion earlier for review and approval. Dirk DeConninck motioned to accept the FY 2027 DO Operations Plan & Budget for Public and Private discussion during the roundtable section of our meeting earlier for review and approval as presented at this time, with a second by Mary Casper. There was no further discussion. All in favor.

**STEWARDSHIP COMMITTEE** — Linda Howard was absent; however, there is 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. Video of the Conservation Legacy Center shown at the National Museum of Forest Service History in Missoula.
- **COMMUNICATIONS** – Lucy Guthrie-Beighle, Director of Communications. 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.
- **COMMUNICATIONS** – Megan Hill Sundy, Community Liaison. Highlights were provided; see reports for further information.
- **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 3:07 p.m.

Minutes approved as presented on May 12, 2026, 2026, and signed by:

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(Presiding officer at the meeting)

#### **Next Board Meetings**

**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