



Board of Director's Meeting

Tuesday, December 13, 2022

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	Amber Pacheco-Holm, vice-chair	Troy Douthit, Lincoln County
Mineral County	Rob Harvey	
Missoula County	Shannon Brilz, Chair	Matt Lautzenheiser 2 nd vice-chair
Ravalli County		
Sanders County	Juli Thurston	Ray Brown
At large	Myranda Cravens (Lincoln)	Riley Polumbus (Flathead)
	David Diehl	Lailani Upham (Glacier)
	Linda Howard (Glacier)	Edna White (Missoula)
Ex-officio	Diane Medler	Barb Neilan

Board Members Absent:

Barbara Liss, Ravalli County	Ashley Kavanagh, Glacier County
Ramona Holt, vice chair At large	

Glacier Country Office:

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

BROWN BAG ROUNDTABLE DISCUSSION/PRESENTATION – Called to order at 12:05 p.m. – Featured presentation(s): Laying the Legislative Groundwork – [Dax Shieffer \(Voices of Montana Tourism\)](#), [Stuart Doggett \(MLHA\)](#), [Mike Johnson](#), [Drew Geiger \(CMS/TOURISM MATTERS TO MONTANA\)](#),

Break from 12:59 p.m. – 1:07 p.m.

GLACIER COUNTRY BOARD MEETING: (open to the public) Shannon Brilz, chair called the business meeting to order at 1:07 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 – Dirk De Coninck, owner of East Shore Smokehouse/Finley Grille in Polson. Representative of Lake County. He has been a Montana resident for six years now – Dirk and his wife are originally from Belgium and moved to the US in 2004. He is proud that they both became citizens three years ago. They lived in Maryland for 13 years prior to moving to Polson. Montana is more laid back and he enjoys the open spaces. The summers here are not hot and humid like the east coast. He was thankful for his “day” job as a Network engineer for IBM and other companies during the pandemic.

PUBLIC COMMENT: (10 minutes maximum – two minutes per person) Public in Attendance: Edna White (Averill Hospitality), Jenna Boltz (Glacier Country Tourism), Mimi Gustafson (Holiday Inn Missoula Downtown), Kayla Mosher (Kaniksu Land Trust), Gil Mangels (Miracle of America Museum), Lizette Ramos (Mis Abuelos Restaurant), Steve Clairmont (Mission West Community Development Partners), David Diehl (RightOnTrek), Lailani Upham (Visit Blackfeet), L E McDaniel (Whitefish Outfitters & Tours), Megan Bland (Windfall), Alex Hanich (Windfall), Holly Kuehlwein (Windfall), Jim McGowan (Windfall), Annie Mead (Windfall), Tia Metzger (Windfall), Jessie Yeager (Windfall), Linda Howard (Wolf Trail Montana LLC), ERIN DIAZ (The Wren – Missoula’s NEWEST motel)

Dylan took a moment to provide an update that he has accepted a position as the new President & CEO of Visit Bellingham Whatcom County, WA. His last day at Explore Whitefish will be Friday, January 13th. He has been with the GCT board since 2013 and wanted to thank everyone for the support, relationships and mentoring during the almost 10 years on the board

Did not attend but registered – Kelsey Borge (Columbia Hospitality), James Graham (Dept of Labor/Job Service Kalispell), Whitney Bergmann (Missoula TBID/MLHA.MTTA), Everett Johnston (Montana River Guides), Ashley Allen (Pursuit Collection), Lola Wippert (Rezzie Creations Shop), Zeke Keeler (S&K Gaming), Tom Browder (Seeley Lake Historical Museum and Visitor Center), Derek DesRosier (Sun Tours), Aaron Whitten (Timbers Motel), Chad Sokol (Whitefish Mountain Resort), Andy Stiles (Xanterra Travel Collection).

APPROVAL OF MINUTES: Shannon Brilz called for a motion for the approval of meeting minutes from the October 11, 2022, board meeting. Amber Pacheco-Holm made the motion to accept the minutes as presented with a second by Ray Brown. No discussion or changes. All in favor. Minutes approved as presented.

FINANCIAL REPORT/DISCUSSION: Victoria Lee presented the financials as of October 31, 2022, for public, private and Tourism Matters accounts. Matt Lautzenheiser made the motion to accept the financials as presented with a second by Aubrie Lorona. 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. Between now and the board retreat, committee assignments will be reviewed, and all board members will be assigned to at least one. Please review your board packet for a description of the committees.

BOARD BUSINESS REPORTS/DISCUSSION/ACTION ITEMS:

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

- Board meeting update/ discussion,
- FY 2023 budget increase after audit.
 - The executive committee approved \$113,000 in uncommitted funds from FY 2022 to be added to FY 2023 budget. Budget total went from \$4,550,000 to \$4,663,000. \$113,000 added to product development community projects line item. That budget went from \$380,000 to \$493,000. The total line-item “product development” increased from \$430,000 to \$543,000. TAC approved revised budget Friday, December 8, 2022. During the compliance audit rolled the non-committed funds into the new budget year.
- Agency of record RFP executed and awarded to Windfall. Details are posted to partner center. Will stay posted six months.
- New Director of Community Engagement and Destination Stewardship (Jenna Boltz) begins on January 4, 2022. This came out the Town Hall meetings and the Destination Stewardship planning. Jenna will have an office at our main location and will also have the hybrid option.
- Board retreat agenda is complete. Event agenda and registration will be sent this week. Content is education based including new board member orientation (open to all current board members to participate), board governance training, leadership, teamwork, workplace culture building all by Fired Up Culture. Future of marketing by Windfall. Programming will also include how to effectively advocate as a business owner and board member and new board member orientation.

MARKETING COMMITTEE – Shannon Brilz, committee chair FY 2023 – 2024 Travel Guide Cover Selection. There have not been any meetings due to how we are shifting the focus with the destination Stewardship planning. Today we will have the Travel Guide Cover Selection – electronic selection instead of the chocolate kisses which will be missed.

NOMINATIONS COMMITTEE – Victoria Noble-Lee. BOARD MEMBERS for Glacier County - up to 4 voting board members for each county. Vacancies in Flathead (1), Lake (1), Mineral (1), Missoula (1), Ravalli (1) – potential at large (4).

- Resignation Amber – 2nd Vice Chair. Thank you for her engagement and insight. Matt appointed by Chair to fill 2nd Vice Chair vacancy.
- Resignation of Dylan is new and presented to the board at this board meeting – thank you for all you have done.
- As discussed at the October Board meeting - Racene evaluated that the by-laws allow for the at-large positions to transition to open county positions, at this time that would apply to both Matt and Victoria.

Racene noted that with the current election we could possibly have all of the positions filled except two.

New board member nominations presented/elected (discussion/action) **Lake County** – Steve Clairmont (Community Focused Economic Development Center Director - Mission West Community Development Partners) **At-large** Myranda Cravens (General Manager - Libby Area Chamber of Commerce), David Diehl (Director of Gear and Delivery Services – RightOnTrek, Inc.), Linda Howard (Owner - Wolf Trail Montana LLC), Lailani Upham (Owner / Tourism Director - Iron Shield Creative / Visit Blackfeet (Blackfeet Tribe Tourism), Edna White (Director of Sales and Marketing - Averill Hospitality)

Shannon requested a motion to accept the full slate of NEW BOARD MEMBER NOMINATIONS as presented by Victoria and the Nomination Committee – Brenda Schilling made the motion to approve as presented with a

second by Amber Pacheco-Holm. No discussion or changes. All in favor. NEW BOARD MEMBERS approved as presented.

All of the new board members are being advanced to the panelist for comment and voting participation. Just a note that we are now at the maximum amount of board member representation for the first time at Glacier County! Shannon wanted to take another moment to thank Amber who has started her own business outside of the tourism industry.

AUDIT COMMITTEE – Matt Lautzenheiser.

- Montana Office of Tourism compliance audit - Done
- Single audit – Safety Grant (federal) - Done
- Full independent combined financial statement audit and internal review – In process this is a review year and next year is the larger audit.
- Once the full audit is completed, we will need to work with the CPA to file the 990.

GRANTS COMMITTEE – Amber Pacheco-Holm. VIC and Cooperative marketing grants – compliance review and reports are in process. **2022 VIC Grants Program**

- A few compliance items still need to be addressed by committee
- Seven visitor information centers (VICs) funded
- Provided personal travel counseling to 4,984 people (down 2,242 from previous year. Decrease is a direct result of two VICs not being open this year.
- The top five states/countries people were visiting from **Montana, California, Washington, Texas and Florida.**

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. Highlights provided – see reports for further information.

INTERNATIONAL SALES – Debbie Picard. Highlights provided – see reports for further information.

TOURISM SALES – Aerionna Skrutvold. Highlights provided – see reports for further information.

AGENCY AND SOCIAL MEDIA UPDATE – Tia Metzger (Windfall Agency). 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) 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 3:02 p.m. Next board meeting is Tuesday, March 14, 2023 which will be a virtual meeting open to the public.

Minutes approved as presented on _____ and signed by:

(Presiding officer at meeting)