

# WHITEFISH

## • MONTANA •

CONVENTION & VISITORS BUREAU

**WCVB Board Meeting**  
**Monday, March 10, 2025**  
**12:30 - 4:30pm**  
**Location: Whitefish City Hall**

<b>Item</b>	<b>Individual</b>	<b>Action</b>	<b>Time</b>
<b>Welcome</b>	Mariah Joos		
<b>Introductions</b>			
<b>Approval of Minutes</b>		Approve	<b>5 mins</b>
<b>Public Comment:</b>			
<b>Agency Reports</b>			<b>20 mins</b>
PR Recap	Brian Schott	Information	10 mins
Monthly DVA Recap	Mary Angelo	Information	10 mins
Spring Media Plan			
<b>Staff Reports</b>			<b>25 mins</b>
Marketing Manager Report	Lilian Bassett	Information	5 mins
Executive Director Report	Julie Mullins	Information	15 mins
Legislative Update			
GNP Update - Messaging			
Spring - Summer Outlook			
Director, Member Relations Report	Zak Anderson	Information	5 mins
<b>Committee Reports</b>			
<u>WCVB Finance Committee: Committee: Kim Wortman, Kent Taylor, Mariah Joos, Jessie Farnes, Nicole Schmid</u>			
Financial Reports	Nicole Schmid	Info/Approve	<b>5 mins</b>
<b>Approval of Financial Reports</b>			
<b>New Business</b>			
<b>Old Business</b>			
WF Chamber of Commerce update			<b>5 mins</b>
<b>Other</b>			
Board Roundtable			
<b>Closed Session - WCVB Annual Retreat</b>			<b>3 hours</b>
Strategic Planning FY26			



**Adjourn**

Mariah Joos

*Next Meeting: April 14, 2025. Location: Whitefish City Hall. Note: Other than the meeting starting time, agenda items may be rearranged. Public comment is welcome on all items.*