

# WHITEFISH

• MONTANA •

CONVENTION & VISITORS BUREAU

Board Meeting Minutes

Monday, May 12, 2025

2:30 pm - 4:35 pm

Location: Whitefish City Hall

## 1. Call to Order

- Time: 2:34 pm
- Chairperson: Mariah Joos

## 2. Attendance

- **Board Members Present:**  
Mariah Joos, Jessie Farnes, Kent Taylor, Edna White, Lauren Oscilowski, Erica Terrell, Matt Gebo
- **Explore Whitefish Staff/Partners-Agencies/Guests and/or Non-members Present:**  
Julie Mullins, Zak Anderson, Nicole Schmid, Lillian Bassett
- **Community Member(s) in Attendance:** None
- **Absent:** Brian Schott (PR), Mary Angelo (DVA), Kim Wortman, Rhonda Fitzgerald
- **Quorum** met with 7 out of 9

## 3. Approval of Previous Meeting's Minutes

- Motion to Approve: Matt G
- Seconded by: Jessie F
- Approved (Y/N): Y

## 4. Public Comment:

## 5. Reports

### A. Agency Reports

- **Public Relations:** by Brian Schott  
Summary: Report included in packet  
Board Comments: No discussion

### A. Agency Reports

- **DVA:** by Mary Angelo  
Summary: Report included in packet  
Board Comments: No discussion

## B. Staff Reports

- **Marketing Manager:** Presented by Lilian Bassett

Summary: Presented slides

Top content, new 'For The Locals' Campaign

Board Comments:

- **Executive Director:** Presented by Zak Anderson

Summary:

April Destimetrics report, VIC, Chamber of Commerce, GPIA update

Board Comments:

MJ: asked if we could pull out the data that includes Under The Big Sky- Is July actually up?

ZA: unknown and will look into it.

BOD discusses the room bookings for that week. They're almost full.

MJ: asked if we can reach out to Outriders for where ticket sales are coming from

MG: last year during UTBS Calgary was doing a concert the same week- ticket sales were less.

- **Director, Member Relations:** Presented by Zak Anderson

Summary: Presented slides

Rest Week promo, new members, membership renewal FY26, STMP update

Board Comments:

STMP Meeting next week

JM: how is community sentiment toward EW?

ZA: much better- reviewed results

## C. Committee Reports:

- **Finance Committee:** Presented by Nicole Schmid

Summary: Presented Slides

Finance update, addition of Special Event to totals graph

Board Comments:

NS: forgot to add the total CSF- was not in the neg but +0.31%

**Approval of Financial Reports: \_Erica T.\_ motioned to approve the March, 2025 financial reports as presented. Motions was seconded by: \_Lauren O.\_, motion passed unanimously.**

## 5. Old Business:

## 6. New Business:

Approval of FIB and WFCU Additions (Zak Anderson) / Removals (Julie Mullins)

Approval of addition of Zak Anderson as a CHECK SIGNER and FULL Account access/management of the **Whitefish Credit Union**: \_Jessie Farnes\_ motioned to approve the Addition of Zak Anderson to the WFCU account. Motions was seconded by: \_Matt Gebo\_, motion passed unanimously.

Approval of addition of Zak Anderson as a CHECK SIGNER and FULL Account access/management of the **FIRST INTERSTATE BANK**: \_Jessie Farnes\_ motioned to approve the Addition of Zak Anderson to the FIB account. Motions was seconded by: \_Matt Gebo\_, motion passed unanimously.

**Appointment of Zak on Housing WF BOD**: \_Jessie F\_ motioned to approve the March, 2025 financial reports as presented. Motions was seconded by: \_Edna W.\_, motion passed unanimously.

## 7. Announcements

Approval of addition of included bylaws 2025:

This action was tabled until the BOD has more time to review. F  
Need to find pdf of redline items for changes in bylaws.

## 8. RFP Creative Agency Presentations

DVA, BVK, Outright

## 9. Adjournment

- **Next Meeting Date:** The next WCVB board meeting will be held on Monday, June 9, 2025. Location & Time: Whitefish City Hall, 2:30pm - 4:30pm.

**Motion to Adjourn:** \_Lauren O.\_

Seconded by: \_Matt G.\_

Time: \_4:58pm\_

Approved (Y/N): \_Y\_

Signature: \_\_\_\_\_



Date: \_\_\_\_\_

6/9/2025