Whitefish Convention and Visitors Bureau
Annual Board Meeting
MINUTES
Monday December 8, 2014 at 3pm
Lodge at Whitefish Lake

Welcome
Zak Anderson, Vice Chair of the WCVB, opened the meeting at 3:05 pm.

Introductions
Board Members: Erica Terrell, Zak Anderson, Nick Polumbus, Jason St. Clair, Luke Walrath, Scott Ringer, Jennifer Fisher, Jake Cook

Excused Absence: Rhonda Fitzgerald

Note: Quorum met with eight of nine members present.

Staff & Agencies: Dylan Boyle (WCVB Director), Brian Schott and Lisa Jones (LJ Communications), John and Jen Frandsen (Old Town Creative)

Public Attendees: Constance See (Cheap Sleep Motel), Edna White (Lodge at Whitefish Lake), Bruce Haller (Dollar Rental Car), Denny Gignoux (Glacier Guides/Montana Raft Co.), Sheena Pate (Crown of the Continent Geotourism Council).

Approval of Minutes
Jennifer made a motion to approve the minutes from October 13, 2014. Nick seconded the motion and it was approved unanimously.

Public Comment
There was no public comment.

PR Report
Brian Schott gave the PR report on behalf of LJ Communications. Lisa Jones was teaching for the Montana Superhost Customer Training. Brian reported that WCVB FY14 PR Program publicity results reached audiences of over 414 million people with an ad equivalency of nearly $2 million dollars. Working with a variety of journalists and editors, Brian noted that Whitefish has really taken a step up in recognition by major media outlets and that Whitefish is really "on the map" as a travel destination. Highlights include:"10 Best Small Towns in America," (Men's Journal, June 2014), "America's Favorite Mountain Towns," (Travel + Leisure, June 2014), "15 Northwestern Spots Will Take Your Breath Away," (Huffington Post, April 2014), "A Ski Race with Horsepower," (The New York Times, March 2014), "Best Winter Trips 2014" (National Geographic Traveler, Jan. 2014), "Secret Ski Town," (USA Today Go Escape Magazine, Winter 2014).

Brian pointed out new fiscal FY15 highlights that included a press visit by six Japanese travel writers with Brand USA, RMI, MTOT, Glacier Country, a "Meeting in the Mountains" press trip from October 1 – 5, 2014 that included three editors reporting for Small Market Meetings Magazine, Association News, Group Travel Leader, and Mountain Meetings. Lisa and Brian attended media events with Glacier Country Tourism in San Francisco, Seattle, and Portland this fall and met over 60 qualified media. They assisted with individual press trips for Calgary Herald travel writer Jody Robbins (Aug and Dec.), a press

MTOT FY15 Winter Target Markets

- Boise
- Chicago
- Dallas
- Minneapolis
- Portland
- San Francisco
- Seattle
- Spokane

MTOT Warren Miller Sponsorship

- The three year Montana sponsorship ends this year
- Montana booths at fall Warren Miller events
- New Montana segment in "No Turning Back"

Financial Report

Scott presented the financial report and estimated that FY15 TPA collections will be up 7% through October when all delinquencies are collected.

MOTION: Nick made a motion to approve the financials as presented. Jake seconded the motion and it passed unanimously.

Other

Old Town Creative has moved into the former Brix space (old Masonic Lodge), which is located upstairs from Loula's Café at 300 Second Street East.

Scott moved and Jennifer seconded a motion to adjourn at 3:50 pm.

The next meeting will be at 3:00 p.m. on Monday, February 9th. Location TBD.

Signature Pria Jewell Date 2/19/15