

WHITEFISH

• MONTANA •

CONVENTION & VISITORS BUREAU

Board Meeting
Monday, January 11, 2021
2:30 p.m. – 4:30 p.m.

Location: via Zoom - please call 862-3390 for information on how to register

| <u>Item</u> | <u>Individual</u> | <u>Action</u> | <u>Time</u> |
|--|-------------------|---------------|-------------|
| Welcome | Zak Anderson | | |
| Introductions | | | |
| Approval of Minutes | | Approve | 5 mins |
| Public Comment | | | 5 mins |
| Special Presentations | | | 10 mins |
| Whitefish Ski Heritage Museum | Tim Hinderman | Information | |
| Agency Reports | | | 40 mins |
| December Recap | Mary Angelo (DVA) | Information | |
| Public Relations Report | LJ Communications | Information | |
| Committee Reports | | | |
| <u>WCVB Marketing Committee</u> | | Info/Approve | 15 mins |
| SUBJECT: Secret Season Media Plan | | | |
| Committee: Erica Terrell, Edna White, Nick Polumbus, Rhonda Fitzgerald | | | |
| <u>WCVB Finance Committee</u> | | Info/Approve | 15 mins |
| SUBJECT: Public Budget, EIDL | | | |
| Committee: Rhonda Fitzgerald, Edna White, Mariah Joos, Jessie Farnes | | | |
| Staff Reports | | Information | 15 mins |
| Marketing & Sales | Dan Hansen | | |
| Director's Report | Dylan Boyle | | |
| New Business | | | |
| FY22 Marketing Plan Timeline | | | |
| Old Business | | | |
| Letters (GNP and Business Grants) | | | |
| Other | | | |
| Board Member Roundtable | | | |

Next Meeting: February 1, 2021 (Location TBD) [1 week earlier than normal] Note: Other than the meeting starting time, agenda items may be rearranged. Public comment is welcome on all items.