Meeting called to order at 2:34pm by Mariah Joos, Chair of the WCVB Board of Directors

Introductions:
Board Members in Attendance: Rhonda Fitzgerald, Mariah Joos, Matt Gebo, Maggie Schwenker, Erica Terrell, Edna White, Jessie Farnes

Absent: None

Quorum met with seven out of nine possible members.

Staff & Agencies: Dylan Deane-Boyle, (Executive Director), Dan Hansen (Marketing & Sales Manager), Luke Walrath (Business Manager), Mary Angelo (DVA) [by phone], Brian Schott, (PR)

Public Attendees: Daniel Sidder, Housing Whitefish

Approval of Minutes
Jessie Farnes motioned to approve the Dec 12, 2022 minutes. Motion was seconded by Maggie Schwenker, passed unanimously.

Public Comment: Daniel Sidder introduced himself as ED of Housing Whitefish (HW). Been in job for 1 month. Researching issues and grant opportunities and how to match projects/programs. Possible ideas include employer assistance for employee housing. Raised $40,000 in the Great Fish Challenge. Working with the Glacier Restaurant Group Roundup program. Looking to position HW as a “housing benefit” for employers.

Agency Reports
Brian Schott gave the PR Report. Discussed Ski with Maggie Day at WMR. Was able to navigate through adverse conditions. Large uptick in mentions. 1.3B media impressions in the month of December. Generated $11.7M advertising value equivalency. Launching POW video on Jan 12, 2023 through a coordinated effort among all partners. The Grant Gunderson press trip has been postponed due to the expense cost.

Mary Angelo of DVA - Discussed large increases in traffic in both web and paid media. Geographic breakdown - seeing increase of Dallas traffic, as well as Phoenix, Denver, and
Atlanta in organic traffic. Dallas now leads “Click to Book” traffic. Asked where the traffic from Alltrips.com came from - came from WMR partnership. Google Discovery performing well. Waiting on numbers from Sojern. Meeting with Dan & Dylan 1/10 on the Spring Media Plan and then will meet with the Marketing Committee afterward.

Committee Report:


Matt Gebo made a motion to approve the Financial Reports as presented, Erica Terrell seconded, passed unanimously.

Dylan has asked the Dept of Revenue to see if there were any delinquencies in bed tax funds, since many reports (STAR Report, CSF Collections, etc) are not showing the decrease that the state is showing. Mariah mentioned that there were reports from some short-term rental properties that they were taxed twice and the decrease may be a correction on the part of the state.

The need for a business credit card was discussed. First Interstate Bank can issue them but needs board approval.

Jessie Farnes made a motion to allow the staff to close the Capital One credit card accounts, and seconded by Maggie Schwenker. Motion passed unanimously.

Maggie Schwenker made a motion to open credit cards at First Interstate Bank for up to $15,000 credit limit, Matt Gebo seconded, passed unanimously.

The need to add and remove authorized signers on all existing bank accounts was discussed. Rhonda Fitzgerald made a motion to remove Dylan Boyle and Zak Anderson as authorized signers on the Whitefish Convention & Visitor Bureau bank accounts with Whitefish Credit Union. Mariah Joos seconded the motion. Passed unanimously.

Rhonda Fitzgerald made a motion to Mariah Joos as an authorized signer on the Whitefish Convention & Visitor Bureau accounts at Whitefish Credit Union. Erica Terrell seconded, passed unanimously.

Erica Terrell made a motion to remove Dylan Boyle as authorized signer on the Whitefish Convention & Visitor Bureau bank accounts with First Interstate Bank. Matt Gebo seconded, passed unanimously.

Staff Report:

Marketing & Sales Manager Report
Dan provided the Marketing and Sales Report. Recently returned from paternity leave. The positive reaction to the Ski with Maggie Day at the mountain was discussed. Dan’s baby is happy. Or at least he looks happy.
Executive Director’s Report
Dylan provided the Director’s Report. We are still outpacing last year’s occupancy by 1.2%. Still keeping an eye on ADR, which looks to be increasing. November 2022 was flat on enplanements vs 2021. The FY22 State Completion Reports are finished and filed. The Executive Committee is meeting to work on ED job posting. Dylan and Sarah will stay on on an “as needed” basis until June 30, 2023. The office will be moved this month to the new location. Dylan will be speaking with Racene Friede at Glacier Country to receive updates on the current legislative session via Tourism Matters to MT.

New Business:
Annual Meeting Date. Dylan discussed the need to set a new Annual Meeting date to get more member involvement. Recommended that the first week of April would be a good time and host a gathering for members and the business community at an off-site location. Luke will facilitate securing the venue and date/time.

Old Business:
The Whitefish Community Housing Committee seat was discussed. Rhonda expressed a desire to remain on the committee. The City has asked that the CVB submit a recommended person to fill that position. After discussion, it was decided that the CVB recommend Rhonda Fitzgerald to fill the position. She will apply with the understanding that the incoming ED may want to sit on the committee as well.

Dylan discussed the vacancies on the CVB Board. Two representatives have applied and will be interviewing with the City next Tuesday.

Round Table: Erica Terrell discussed increasing visibility about what the CVB does to the public and how to integrate it (or not) into the CVB’s website. Dan Hansen will look into options for reorganizing and designing the information and will present potential ideas at the next Board meeting.

Dylan got the FOTF draft study from ITRR. He will send it to the Board.

Maggie Schwenker motioned to adjourn at 4:22pm, Erica Terrell seconded the motion, passed unanimously.

The next WCVB board meeting will be held on February 13, 2023. Location & Time: Whitefish City Hall, 2:30pm

Signature:  

Date: 2/14/2023
CORRECTION - January 9 2023 Minutes

Luke Walrath <office@explorewhitefish.com>

Hi all,

I accidentally sent the December minutes in this month's packet instead of the January minutes. My apologies! Please find the January minutes attached. As per our bylaws, the Board of Directors is authorized to vote on approval of the minutes via email. Therefore, instead of reviewing the January minutes at today's meeting, we are asking for you to: (1) review, (2) move to approve, (3) second the motion, (4) discuss, (5) vote on the minutes - please keep "reply all" to all replies on this thread.

Again, my apologies.

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Luke Walrath
Business Manager
Explore Whitefish/Whitefish Convention and Visitors Bureau

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e: office@explorewhitefish.com
P.O. Box 4232

100 2nd Street E Suite 305
Whitefish, MT 59937

Office Days: Mon-Fri

explorewhitefish.com

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Matt Gebo <mattg@skiwhitefish.com>

I took the time this morning to review the attached minutes and would like to make a motion to approve the January 9, 2023 WCVB B.O.D. meeting minutes as presented.

Matt Gebo

Director of Sales and Marketing

Whitefish Mountain Resort - on Big Mountain since 1947
PO Box 1400 • Whitefish, Montana • 59937
www.skiwhitefish.com
e: mattg@skiwhitefish.com
p: 406.862.1955
Edna White <edna@averillhospitality.com>  
To: Matt Gebo <mattg@skiwhitefish.com>, Luke Walrath <office@explorewhitefish.com>, WCVB Board of Directors <board@explorewhitefish.com>
Cc: Dan Hansen <dan@explorewhitefish.com>

I second the motion to approve the January 9, 2023, WCVB BOD meeting minutes as presented.

Thank you,

**Edna White** | Sales & Marketing Director
Averill Hospitality
1380 Wisconsin Ave, Whitefish, MT 59937
p 406.863.4046 | f 406.863.4025
tf 877.887.4026 ext. 4046
lodgeatwhitefishlake.com | firebrandhotel.com

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From: Matt Gebo <mattg@skiwhitefish.com>  
Sent: Tuesday, February 14, 2023 8:50 AM  
To: Luke Walrath <office@explorewhitefish.com>; WCVB Board of Directors <board@explorewhitefish.com>  
Cc: Dan Hansen <dan@explorewhitefish.com>  
Subject: RE: [EXTERNAL] CORRECTION - January 9 2023 Minutes

**CAUTION:** This email was sent from someone outside of your organization. Do not click links or open attachments unless you are expecting this email from the sender.

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Erica Terrell <erica@grgfood.com>  
To: Edna White <edna@averillhospitality.com>, Matt Gebo <mattg@skiwhitefish.com>, Luke Walrath <office@explorewhitefish.com>, WCVB Board of Directors <board@explorewhitefish.com>  
Cc: Dan Hansen <dan@explorewhitefish.com>

I'm in Favor.
Maggie <maggie@coffeetraders.com>  
To: Erica Terrell <erica@grgfood.com>, Edna White <edna@averillhospitality.com>, Matt Gebo <mattg@skiwhitefish.com>, Luke Walrath <office@explorewhitefish.com>, WCVB Board of Directors <board@explorewhitefish.com>  
Cc: Dan Hansen <dan@explorewhitefish.com>

Vote to approve the minutes as presented.

Matt Gebo <mattg@skiwhitefish.com>  
To: Maggie <maggie@coffeetraders.com>, Erica Terrell <erica@grgfood.com>, Edna White <edna@averillhospitality.com>, Luke Walrath <office@explorewhitefish.com>, WCVB Board of Directors <board@explorewhitefish.com>  
Cc: Dan Hansen <dan@explorewhitefish.com>

In favor
**Matt Gebo**

Director of Sales and Marketing

Whitefish Mountain Resort - on Big Mountain since 1947  
PO Box 1400 • Whitefish, Montana • 59937  
www.skiwhitefish.com  
e | mattg@skiwhitefish.com  
p | 406.862.1955

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**Mariah Joos <mariah@nelsonhardware.com>**  
Tue, Feb 14, 2023 at 10:04 AM  
To: Maggie <maggie@coffeetraders.com>  
Cc: Erica Terrell <erica@grgfood.com>, Edna White <edna@averillhospitality.com>, Matt Gebo <mattg@skiwhitefish.com>, Luke Walrath <office@explorewhitefish.com>, WCVB Board of Directors <board@explorewhitefish.com>, Dan Hansen <dan@explorewhitefish.com>

I vote to approve the minutes as presented.

Mariah  
[Quoted text hidden]

**Edna White <edna@averillhospitality.com>**  
Tue, Feb 14, 2023 at 10:10 AM  
To: Matt Gebo <mattg@skiwhitefish.com>, Maggie <maggie@coffeetraders.com>, Erica Terrell <erica@grgfood.com>, Luke Walrath <office@explorewhitefish.com>, WCVB Board of Directors <board@explorewhitefish.com>

Cc: Dan Hansen <dan@explorewhitefish.com>

In favor

**Edna White | Sales & Marketing Director**  
Averill Hospitality  
1380 Wisconsin Ave, Whitefish, MT 59937  
p 406.863.4046 | f 406.863.4025  
tf 877.887.4026 ext. 4046  
lodgeatwhitefishlake.com | firebrandhotel.com

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From: Matt Gebo <mattg@skiwhitefish.com>  
Sent: Tuesday, February 14, 2023 9:54 AM  
To: Maggie <maggie@coffeetraders.com>; Erica Terrell <erica@grgfood.com>; Edna White