



BOARD OF DIRECTORS MEETING MINUTES

Thursday, February 13, 2025 | 10:00 AM – 11:30 AM | University of Providence, McLaughlin Gymnasium, Providence Forum, 1415 20th Street S, Great Falls MT and [Zoom](#)

DIRECTORS: *Samantha French, Elizabeth Moore, Joellyn Clark, Carly Wheatley, Becky Miller, Jesse Anderson, Cassie Coburn, Ralph Corbett, Cheri Hirst, Shane Adams, Scott Arensmeyer, Carol Ann Schaeffer*

STAFF: Avery Creveling-Huges, Rebecca Engum

GUESTS: *Linda Brown, Stefanie Brown, Kattie Meyer, Brett Doney*

10:03 | 1. Call to Order, Welcome, Introductions – Jesse Anderson

10:07 | 2. Public Comment – Jesse Anderson

Opportunity for public comment related to items on the agenda.

NO PUBLIC COMMENT

10:08 | 3. Consent Agenda – Jesse Anderson

a) approve [1-9-2025](#) Minutes

b) accept [January 2025](#) Financials

ACTION TAKEN

Motion made to approve consent agenda. Seconded. No discussion. All in favor. None opposed. Motion carried.

10:10 | 4. Board Reports – Jesse Anderson

Do any Directors have questions regarding the submitted reports?

NO ACTION TAKEN

10:15 | 5. Board Discussion: Ambassador Training Content – Avery Hughes

Break into groups. Discuss possible curriculum topics.

NO ACTION TAKEN

10:40 | 6. Governance Committee Report – Chandra Moomey

Approve/deny adopting [Director Application](#).

ACTION TAKEN

Motion made to approve adopting Director Application. Seconded. Discussion regarding formatting, layout, design, length of application, information about commitment and what is delivered at application versus orientation. All in favor. None opposed. Motion carried.

11:03 | 7. Destination Development Committee Report – Jesse Anderson

Strategy Discussion: Product Development for Native American Assets

Strategy Discussion: Product Development for Military Assets

Take action as needed.

NO ACTION TAKEN

11:18 | 8. Marketing Committee Report – Joellyn Clark
Approve/deny adopting new [Coop Grant Application](#).

NO ACTION TAKEN

Wrong application attached. Revisit at March 2025 Board Meeting.

11:28 | 9. Executive Committee Report – Jesse Anderson
Discuss [investment strategies](#) with private funds

ACTION TAKEN

Motion made to move all but \$5,000 from Independence Bank Checking into a 3-month CD along with the funds currently in an Independence CD that matures 2-13-2025 and consider longer term strategies related to investments. Seconded. Discussion related to rates, terms, paperwork, mutual fund rates, and timing to get the tasks completed. All in favor. None opposed. One abstention. Motion carried.

11:39 | 10. Executive and Tourism Director Report – Rebecca Engum and Avery Hughes

Engum provided report.

Hughes provided report.

11:48 | 11. Public Comment – Jesse Anderson
Opportunity for public comment related to Central Montana Tourism.

Brewfest to support operations for Bear Paw Ski Hill is March 22. Fort Benton will have a spring thaw event. Fort Benton received an event grant for a Brewfest on May 17. Lewis and Clark Foundation Trail Mixer is looking for experience package donations. Great Falls Development Alliance is conducting a Recreation, Entertainment, and Event Facility Market Assessment that will look at what market supported opportunities exist within the region to get visitors to stay longer. Great Falls Development Alliance, along with Bear Paw Development and Snowy Mountain Development, have revolving loan funds available to support tourism businesses. Fort Benton is looking at expanding the river trail and is looking to convert portion of the BNSF rail to the trail and is seeking help to potential get BNSF to abandon the rail.

12:05 | 12. Meeting Adjourned – Jesse Anderson