



## BOARD OF DIRECTORS MEETING MINUTES

Thursday, November 13<sup>th</sup> 2025 | 10:00 AM – 12:00 PM | Belt Performing Arts Center, 58 Castner St, Belt, MT 59412 or via [Zoom](#)

DIRECTORS: Joellyn Clark, *Carly Wheatley*, Becky Miller, Jesse Anderson, *Shane Adams*, Susan Beley, Carol Ann Schaeffer, *Ralph Corbett*

STAFF: Avery Creveling-Hughes, Rebecca Engum

GUESTS: *Linda Brown, Kattie Meyer*, Stefanie Brown, Brett Doney, Shauni Seccombe, Anna Schale, Beth Saboe

10:00 | 1. Call to Order, Welcome, Introductions – Jesse Anderson

10:02 | 2. Public Comment – Jesse Anderson

Opportunity for public comment related to items on the agenda.

NO PUBLIC COMMENT

10:03 | 3. Consent Agenda – Jesse Anderson

- a) approve [9-11-25](#) Minutes
- b) accept [September Financials](#)
- c) accept [October Financials](#)

ACTION TAKEN

Motion made to approve the Consent Agenda. Seconded. No Discussion. All in favor. None opposed. Motion carried.

10:03 | 4. Board Reports – Jesse Anderson

Do any Directors have questions regarding the submitted reports?

NO ACTION TAKEN

10:04 | 5. American Prairie Educational Session – American Prairie Team

Anna Schale and Beth Saboe presented.

11:03 | 6. 2025 Recreation, Hospitality, and Entertainment: Market Opportunities and Regional Strategy Presentation - Brett Doney

Presentation on findings. See the Regional Strategy [here](#).

Doney presented.

11:26 | 7. Travel Show Stipend Program – Avery Hughes

Approve/Deny [Travel Trade Show Stipend](#)

ACTION TAKEN

Motion made to approve Travel Trade Show Stipend. Seconded. Discussion regarding types of shows that are available to attend. All in favor. None opposed. Motion carried.

**11:29 | 8. NW Fishing Proposal – Avery Hughes**  
Approve/Deny [\\$5000 Episode Partnership](#)

**ACTION TAKEN**

Motion made to approve \$5000 Episode Partnership. Seconded. Discussion regarding bodies of water, Missouri River being a great option, types of fishing, budget line item for the expense, selection of bodies of water, diversity of the show within marketing strategy, and relative cost. All in favor. None opposed. Motion carried.

**11:36 | 9. Earned Media Opportunity – Avery Hughes**  
Approve/Deny \$6500 x2 work with Jared's Detours

**ACTION TAKEN**

Motion made to approve \$6500 x2 work with Jared's Detours. Seconded. Discussion regarding performance, and value of photo assets. All in favor. None opposed. Motion carried.

**11:43 | 10. Cooperative Marketing Grant Application – Avery Hughes**  
Approve/Deny \$2500 for [Wild Wings Festival Marketing](#)

**ACTION TAKEN**

Motion made to approve \$2500 for Wild Wings Festival Marketing. Seconded. Discussion regarding performance, and value of photo assets. All in favor. None opposed. Motion carried.

**11:45 | 11. Committee Updates**

- Governance

NO ACTION TAKEN

- Destination Development

NO ACTION TAKEN

- Marketing

NO ACTION TAKEN

- Executive – Jesse Anderson

Anderson provided update.

**11:45 | 12. Executive and Tourism Director Report – Rebecca Engum, Avery Hughes**

Engum and Hughes provided report.

**12:05 | 13. Meeting Adjourned – Jesse Anderson**