



## BOARD OF DIRECTORS MEETING AGENDA

Thursday, January 8<sup>th</sup>, 2026 | 10:00 AM – 12:00 PM | Meeting will take place via [Zoom](#)

DIRECTORS: Cheri Hurst, Susan Beley, Chandra Moomey, Becky Miller, Joellyn Clark, Jesse Anderson, Shane Adams, Cassie Coburn, Carol Schaeffer, Ralph Corbett

STAFF: Avery Creveling-Hughes, Rebecca Engum

GUESTS: Dax Shieffer, Kattie Meyer, Stefanie Brown, Shauni Seccombe, Linda Brown

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

10:1 | 2. Public Comment – Jesse Anderson

Opportunity for public comment related to items on the agenda.

10:03 | 3. Consent Agenda – Jesse Anderson

- a) approve **11-13-25** Minutes
- b) accept **November** Financials
- c) accept **December** Financials

### ACTION TAKEN

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

10:04 | 4. Board Reports – Jesse Anderson

Do any Directors have questions regarding the submitted reports?

### NO ACTION TAKEN

10:04 | 5. Budget Amendment – Avery Hughes

Approve/Deny proposed Budget Amendment

### ACTION TAKEN

Motion made to approve Budget Amendment. Seconded. No discussion. All in favor. None opposed. Motion carried.

10:05 | 6. Voices of Montana Tourism Year in Review – Dax Schieffer

Approve/Deny \$2,500 to support Voices of Montana Tourism

### ACTION TAKEN

Motion made to approve \$2,500 to support Voices of Montana Tourism. Seconded. Discussion on how Directors can help deliver strategies. All in favor. None opposed. Motion carried.

10:28 | 7. Ambassador Platform Licensing Discussion -Avery Hughes

Take action as needed.

### ACTION TAKEN

Motion made to approve licensing ambassador training platform at \$750 per training. Seconded. Discussion on which communities would be interested, type of fee structure, additional development costs, what the current training looks like. All in favor. None opposed. Motion carried.

~~11:00 | 8. Photo/Video Licensing Discussion – Avery Hughes~~  
~~Take action as needed.~~

REMOVED FROM AGENDA

11:18 | 9. Committee Updates

- Governance – Cassie Coburn

Coburn provided update.

- Destination Development

No update.

- Marketing – Joellyn Clark  
Approve/Deny:
  - o Cowboy Poetry Gathering \$1000
  - o BentonFest \$3500
  - o Lewistown TBID Yellowstone Journal \$1500

Motion made to approve Cowboy Poetry Gathering \$1000, BentonFest \$3500, and Lewistown TBID Yellowstone Journal \$1500. Seconded. Discussion budget, first time versus repeat applicants, reporting secured by previous applicants. All in favor. None opposed. Motion carried.

- Executive – Jesse Anderson

Anderson provided update.

11:21 | 10. Tourism Director Report – Avery Hughes

Hughes provided report.

11:27 | 11. Meeting Adjourned – Jesse Anderson