



BOARD OF DIRECTORS MEETING MINUTES

Thursday, May 14th, 2026 | 10:00 AM – 11:30 AM | Meeting will take place at the Branding Iron in Conrad, 121 Hwy 91 S, Conrad, MT 59425 or via [Zoom](#)

DIRECTORS: Jesse Anderson, Shane Adams, *Cassie Coburn*, Carol Schaeffer, Ralph Corbett, Jenn Swanson, *Carly Wheatle*, Becky Miller

STAFF: Avery Creveling-Hughes, Rebecca Engum

GUESTS: *Linda Brown, Stefanie Brown, Kattie Meyer, Joan Kronebusch*

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

10:09 | 2. Public Comment – Jesse Anderson

Opportunity for public comment related to items on the agenda.

10:09 | 3. Consent Agenda – Jesse Anderson

- a) approve [03-12-2026 Minutes](#)
- b) accept [March Financials](#)
- c) accept [April Financials](#)

ACTION TAKEN

Motion made to approve the 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

10:10 | 5. FY27 Media Plan – Avery Hughes

Approve/Deny proposed [FY27 Media Plan](#)

ACTION TAKEN

Motion made to approve proposed FY27 Media Plan with edits to email, Pinterest spend, and warm season fly market changes. Seconded. Discussion on partnership strategies in the future, follows as a metric. All in favor. None opposed. Motion carried.

10:17 | 6. An Eco Minded Childhood – Avery Hughes

Approve/deny partnership with [An Eco Minded Childhood](#)

ACTION TAKEN

Motion made to approve partnership with An Eco Minded Childhood with a spend cap at \$5,000. Seconded. Discussion on proportion of coverage of Central Montana assets, partner buy-in, allocation of itinerary to individual interest, availability of bison viewing. All in favor. None opposed. One abstention. Motion carried.

10:42 | 7. 2027 BMW Rally Sponsorship – Avery Hughes

Approve/Deny [\\$4500 BMW Sponsorship](#)

ACTION TAKEN

Motion made to approve \$4500 BMW Sponsorship. Seconded. Discussion on types of riders, residual impact, asset content. All in favor. None opposed. Motion carried.

10:52 | 8. Committee Updates

- Governance – Chandra Moomey
 - o Approve/Deny Officer Slate of Nominees
 - Jesse Anderson – Chair, Cassie Coburn – Vice Chair, Carly Wheatley – Treasurer, Shane Adams – Secretary

ACTION TAKEN

Motion made to approve officer slate as presented. Seconded. No discussion. All in favor. None opposed. Motion carried.

- o Approve/Deny Director Slate of Nominees
 - Joellyn Clark – Chouteau, Chandra Moomey – Havre CVB, Ralph Corbett – Petroleum, Carol Ann Schaeffer – At Large

ACTION TAKEN

Motion made to approve director slate as presented. Seconded. No discussion. All in favor. None opposed. Motion carried.

- Marketing – Joellyn Clark
 - o Approve/Deny [Kevin Days Cooperative Grant Application - \\$2800](#)

ACTION TAKEN

Motion made to approve Kevin Days Cooperative Grant Application - \$2800. Seconded. Discussion around where the funding would be used, the additions to the event in attempts to expand. All in favor. None opposed. Motion carried.

- Executive – Jesse Anderson

Anderson provided update.

10:59 | 9. Tourism Director Report – Avery Hughes

11:11 | 10. Meeting Adjourned – Jesse Anderson

Hughes provided report.

11:11 | 11. Director Insight

Provide insight into emerging trends, risks, or opportunities connected to the travel industry.