

# WHITEFISH

## • MONTANA •

CONVENTION & VISITORS BUREAU

**WCVB Board Meeting**  
**Thursday, August 10, 2023**  
**2:30 pm Board Meeting**  
**Location: Whitefish City Hall**

<b>Item</b>	<b>Individual</b>	<b>Action</b>	<b>Time</b>
<b>Welcome</b>	Mariah Joos		
<b>Introductions</b>			
<b>Approval of Minutes</b>		Approve	5 mins
<b>Public Comment:</b> <i>Items Not On The Agenda</i>			5 mins
<b>Special Presentations</b> Catherine Dean. Whitefish Bike Retreat		Information	5 mins
<b>Agency Reports</b> PR Recap Monthly Recap	Julie Mullins Lisa Canady (DVA)	Information Information	10 mins
<b>Executive Director Report</b> Whitefish Market Report Annual Meeting & Town Hall Member Revenue Model Research Update Resident PR Campaign STMP Sustainable Tourism Resident Survey	Julie Mullins	Information	20 mins
<b>Committee Reports</b> <u>WCVB Finance Committee</u> : Financial Reports <i>Committee: Rhonda Fitzgerald, Edna White, Mariah Joos, Jessie Farnes</i>		Info/Approve	10 mins
<b>Marketing and Sales Report</b>	Julie Mullins	Information	5 mins
<b>New Business</b>			
<b>Old Business</b> Local Influencer concept update Tourism Management Clarification Annual Report Cash Basis Reporting			
<b>Other</b> Board Roundtable			

*Next Meeting: September 11, 2023, Location: Whitefish City Hall. Note: Other than the meeting starting time, agenda items may be rearranged. Public comment is welcome on all items.*