

WHITEFISH

• MONTANA •

CONVENTION & VISITORS BUREAU

Board Meeting
Monday, March 14, 2022
2:30 - 4:30 p.m.
Location: Whitefish City Hall

Item	Individual	Action	Time
Welcome	Mariah Joos		
Introductions			
Approval of Minutes		Approve	5 mins
Public Comment: <i>Items Not On The Agenda</i>			5 mins
Special Presentation			10 mins
Glacier AERO	Kim Morisaki	Information	
Agency Reports			15 mins
Secret Season (Spring) Creative	Mary Angelo (DVA)	Information	
PR Recap	Brian Schott	Information	
Committee Reports			
<u>WCVB Finance Committee: Monthly Update</u>		Info/Approve	5 mins
<i>Committee: Rhonda Fitzgerald, Edna White, Mariah Joos, Jessie Farnes</i>			
<u>WCVB Marketing Committee: FY23 Marketing Plan Media Strategy</u>		Info	10 mins
<i>Committee: Rhonda Fitzgerald, Edna White, Nick Polumbus, Erica Terrell</i>			
Staff Reports			10 mins
Sales & Marketing	Dan Hansen	Information	
Director's Report	Dylan Boyle	Information	
New Business			15 mins
Revised FY23 Public Budget	Sarah/Dylan	Info/Approve	
Board Service Terms	Dylan Boyle	Information	
Old Business			
Strategic Plan FY22-FY24	Dylan Boyle	Approve	15 mins
Other			
Board Roundtable: Expand Explore Whitefish Grant Program To Include Sustainability			

Next Meeting: April 11, 2022, Location: Whitefish City Hall starting at 2:30pm Note: Other than the meeting starting time, agenda items may be rearranged. Public comment is welcome on all items.