

MISSOURI RIVER COUNTRY

MINUTES

June 16, 2026

GNDC

Meeting called to order by President Ray Trumpower.

In Attendance

In Person: Brianna, Carla, Ray, Doug & Kaylee

Online Via Zoom: Zack & Diane Spoklie

Guests: Lynne Foland, Windfall

Introductions

Kaylee/Phillips – Full weekends in June for Malta – Car Show well attended – out of town cars, BIG Farmers Market this weekend the 20th with over 60 vendors and Indian Relay Races as well that day, Swim Meet in town, etc. Gearing up for Zortman BIG 250 4th celebration, Roar & Explore @ GPDM and NRA Rodeo Trafton in July

Brianna/McCone/MRC – fishing is good – did the Hell Creek tourney and good attendance at the Catfish Classic

Doug/Sheridan – Dirty Shame Show this weekend, busy summer

Zack/Valley – Business is doing well – busy, busy at hotel and in town

Diane Spoklie/Sheridan – Treasure Trail was once again a huge success and had travelers from ID to ND. Med Lake's big 4th celebration is being geared up for. Richland Centennial is this Saturday the 20th.

Carla/MRC – No fishing updates to report – very soon though as retirement is right around the corner.

Ray/Richland – Things in the works – but nothing to update just yet. Just finished bridge tours for the schools.

Approval of Minutes

Doug made motion to approved minutes, Kaylee seconded. Approved.

Correspondence

No correspondence to pass around this meeting.

Timeline

Right on schedule.

Executive Director Report

RAP – Deposit for the first of two years has been put into the account for \$84995.26 for FY 27/28. Carla & Lynne are working on final report for this project year.

Resiliency – Grant is completed, final report has been submitted, and board is encouraged to review the report that Carla sent via email. There were really a lot of great things done with this grant and the \$250,000. The account will be closed out in July.

DMO – Carla, Brianna, and Lisa Koski attended TAC meeting in Helena and gave MRC yearly presentation. They did a very nice job and presented what we have accomplished and what our goals are very well. Brianna shared the presentation with the board. Carla was recognized for her 24 years of dedication to MRC and the Office of Tourism and lots of praise for her accomplishments within MRC. Brianna's ideas for Agritourism and a MonDak partnership were very well received from the TAC.

Treasurer's Report –

Opportunity Account \$56841.96

Private Funds \$14934.87

RAP \$97227.83

Resiliency - \$0

P&L looks fine.

Kaylee made motion to approve the treasurer's report. Doug seconded. Approved.

Committee Reports

Executive Committee – Nothing to report.

Marketing

Travel Guide – Received the guides and have delivered boxes already. Board members are encouraged to take some to their communities to give out.

Social media – Carla is still posting Mondays & Tuesdays – this will be handed off to Brianna at the beginning of July.

Public Relations – A new quarterly digital publication, Big Sky Sportsman, is launching and they would like to have ads from us and an editorial. Lynne will get to work on our ads. Two ad options were presented – ½ page ad for 1 year (4 issues) at \$500 or 1 page ad for 1 year totaling \$900 and the editorial Brianna will gather information for. Zack motioned to do the 1-page ad for 1 year (4 issues) for \$900 out of the DMO budget. Diane seconded the motion. Approved.

Old Business – Brianna updated the board on MT Trail 406 – This is a bike/hike trail across MT that the nonprofit is trying to put together, and they are just trying to introduce regions to the organization and what they are doing as of now.

New business –

HAPPY RETIREMENT CARLA!! YOU WILL BE MISSED. THANK YOU FOR YOUR 24 YEARS OF DEDICATION AND DEVOTION TO MISSOURI RIVER COUNTRY!!

Next Meeting

Tuesday, July 21st in Wolf Point and zoom option will be offered.