MISSOURI RIVER COUNTRY

MINUTES

July 21, 2026

GNDC

Meeting called to order by President Ray Trumpower.

In Attendance

In Person: Brianna, Ray, Doug, & Kaylee

Online Via Zoom: Terri, Leslie, Shannon, and Sarah

Guests: Lynne Foland, Windfall via Zoom

Introductions

Terri – County Fair is next weekend.

Leslie/Richland – Mid Rivers Economic Dev – Busy, busy! Incredible America 250 celebration in Sidney, great Catfish tourney in Savage, working with Fresh Harvest, a new business, which is grinding drum wheat for flour for India, completed a Coal Board Grant for the school and county fair is also next week.

Shannon/Richland-Sidney Chamber – Very awesome America 250 celebration – an overwhelming success for Sidney! More than 50 preregistered parade participants, an estimated 2,000 parade attendees – vendors – carnival – truck/tractor pull – well over 5,000 participants for the events – and not done yet. Around 250 attendees for Veterans pillar dedication, Ag Appreciation golf tourney coming up- has 45 teams and sponsor numbers are up this year, Summer Shopping Series starting in August; Fall Festival will have Gov. Gianforte in attendance – Farm & Ranch Fest with all Richland County products – a ticketed event Farm to Table style.

Sarah/Daniels- Daniels Co Fair coming up and Eastern Divisional swim meet so accommodations will be full this coming weekend – few golf tourneys still left as well.

Kaylee/Phillips – Roar & Explore weekend at the GPDM was a success and NRA Rodeo as well – county fair coming up in couple weeks.

Brianna/MRC – Survived Gov Cup at Ft Peck and the WP Stampede which was another success.

Doug/Sheridan – Not much going on – county fair was last week.

Ray/Richland – Made it through Old Timers Festival...almost – parade was bigger and they got the Beet painted and back up day before the parade.

Lynne - No report just hello!

Approval of Minutes

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

Correspondence

No correspondence to pass around this meeting.

Timeline

Right on schedule – submitted reports to the State, working on inputting the budget to QuickBooks and submitting docs that have been requested for audit.

Executive Director Report

Brianna updated on phone and email – email is working and she will still be using the 2mtmrc@nemont.net. Phone calls that call the 800 # and the 406-653-1319 are forwarding to Brianna's cell phone, but the problem is that Brianna's cell phone is a 701-area code (ND) so if Brianna answers the call, it will charge MRC long-distance, but if she calls them back it will not so if anyone calls please be patient for her to call back until she gets a 406 #.

Upcoming conferences – The Governors Conference on Tourism is in September and registration is $400 in Great Falls – sounds like it will be more tours and sites then meetings. The Agritourism Conference is in November in Lewistown and is $100. Discussion was held. Leslie motioned to approve Brianna going to the Agritourism Conference only this year because of scheduling conflicts and it aligns perfectly with our DMO plans. Kaylee seconded. Approved.

Brianna showed 2025 lodging tax revenue which was around $286 million for MRC. Minot, Bismarck and Dickinson were where most travelers were from in our region and Ft Peck was listed as the #1 travel spot to in -staters.

Brianna updated about Grow Garfield – they have $1.5 million left in their budget – working through how to utilize those funds by looking at two parks to possibly look at updating. They have done a $90,000 wayfinding project, boat dock upgrades, and walking trail beautification.

Glasgow Pilot Community Project – no meeting in July but Brianna will be taking over Carla's position.

Treasurer's Report –

Opportunity Account $52,743.68
Private Funds $14,735.97
RAP $85,015.22
Resiliency - $0
P&L looks fine.

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

Committee Reports

Executive Committee – Committee will be signing new bank documents to remove Carla and add Brianna to all MRC accounts.

Marketing- MT Outdoor Radio Show contract and ads need reviewed – our contract is currently $695/month each quarter with 2 ads running each month during the broadcast – board listened to the ad, and it needs revision with our new tagline – A Long Way from Ordinary – and just some freshening up. Brianna will contact the ad executive and ask for these changes and tell them we will wait for renewal until we review.

Travel Guide – Rick proposed a new concept for the guide of using aerial photography in the new guide – looking down on the land and explaining history, geographical history, etc. Board said to let him continue.

Social media – Brianna proposed a challenge to the board members to find a unique eat in our county or community and take a picture of it to submit to her – a collab between the Food & Travel Magazine wanting us to do an ad and wanting to get board member pictures on the website and if we were too take a spot in Food & Travel – where would we take them and why – board will send pictures in next few months.

Public Relations – Brianna presented the Big Sky Sportsman Ad and Editorial to the board – looks nice. She will share it in the print version in correspondence when she receives it.

Coop Marketing – Lisa Koski from Glasgow Chamber presented an idea to Brianna that Southwest MT did – they formed a website/course for tourism industry employees – waitresses, desk clerks, cashiers, etc. could take as an onboarding course to teach them about tourism and how their job integrates with it. It cost them around $15,000 and Lisa is wondering if MRC and our coop marketing grant would like to get involved in our region making this course. Discussion was held and it was decided that we would ask chambers and economic development in our areas if they would like to be a part – maybe another MRC RAP project and not coop marketing but keep it a regional thing and not just a county or city thing.

Dino Trail – The Dino Trail requested a booth sponsorship from regions that the Dino Trail is in – they need a total of $600 and have gotten all other regions except us and Central MT – Doug motioned to approve a $150 donation and Sarah seconded.

Talking Trails – Got rest of our new signs in – Talking Trails gave us swag to giveaway so we will get Chamber's involved and they can have a contest in their area for it and giveaway a basket of MRC and Talking Trails swag.

Old Business – Brianna read Carla's thank you card to the board. Brianna will also work on an article highlighting Carla's 24 years of service and Brianna coming on as the new executive director.

New business – Brianna is working on newspaper and hotel bags using the mountains of brochures and travel guides we have in the office – to get them out to the public before they expire. Will give to anyone that wants them!

Next Meeting

Tuesday, August 18, 2026, in Wolf Point