MISSOURI RIVER COUNTRY

MINUTES

September 15, 2026

GNDC

Meeting called to order by President Ray Trumpower.

In Attendance

In Person: Brianna, Ray, Doug, & Kaylee

Online Via Zoom: Sarah, Zack, and Diane Spoklie

Guests: Lynne Foland, Windfall via Zoom

Introductions

Zack/Valley – very busy at the Cottonwood – not many FB home games, but hockey will be firing up. Headed to the Governor's Conference next week with Lisa Koski from Glasgow Chamber so will have a presence there for MRC

Diane/Sheridan- Farmers Markets happening on Monday nights through October, just had Bump & Run race and the VFW is putting on a fundraiser for fireworks fund with a Halloween Party soon – Homecoming happening this week as well

Sarah/Daniels- Homecoming this Friday – Museum Brewfest happening Oct 3rd with Chamber doing Customer Appreciation feed; Scobey Fire Department also doing their annual Fondue Fundraiser November 7th

Kaylee/Phillips – Fall Farmers Market coming up September 26th – brings in LOTS of people and close to 75 or more vendors of various kinds

Brianna/MRC – Cultural & Youth Symposium is in Poplar September 21st – 24th and brings in 1500-2000 kids – would be great to do a booth for MRC maybe next year with more prep time and the "Rockin' the Quonset" is happening in Wolf Point the 26th of September – replacing the "Brewfest" and vamping up having events at the Quonset to be their new event center with brews, cornhole, food trucks, etc.

Doug/Sheridan – nothing to report

Ray/Richland – E-waste was success with 20 kids helping clean garbage up while adults did E-waste; possibly having or not having Trunk or Treat this year – will decide later today; Housing Conference for Eastern MT being held in Glendive this Thursday/Friday to brainstorm and get ideas for housing thru Action for Eastern MT

Lynne –

Approval of Minutes

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

Correspondence

No correspondence to pass around this meeting.

Noted that our August 18th, 2026, meeting was cancelled for personal reasons via a board vote through email. All approved the cancellation.

Timeline

Right on schedule – August was full of audit work. In September, gathering information for accountant and getting the RAP report done by 9/30

Executive Director Report

Deposited our FY27 lodging facility USE tax for $26,240 into our regular Opportunity Bank checking account and deposited our FY27 lodging facility SALES tax for $1838.60 into our Private Funds account.

Brianna has been training with Windfall on "Hey Orka" the platform used to design, edit and approve social media posts. Windfall designs and then Brianna goes in to edit and approve. Lynne and Brianna have been working on the MonDak partnership plans as well.

Brianna has attended monthly AgriTourism Stakeholder meeting for August and the Destination MT quarterly call.

Been working on RAP quarterly report; fielding questions and edits with Rick for the travel guide.

Treasurer's Report –

Opportunity Account $61,116.86
Private Funds $16,574.57
RAP $62,589.61
P&L looks fine – Brianna is still working with a few numbers on there, but everything looks good.

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

Committee Reports

Executive Committee – nothing to report

Marketing- Brianna reported about the State Radio Giveaway that she was asked to participate in for MRC. She offered the giveaway to Phillips and Richland County since the giveaways we tried to run last year through social media were a flop – Kaylee is not sure Phillips can pull anything together in time, but Shannon is working to get Richland's deal put back into place. Our region's giveaway will be Week 7 – October 12-18 with radio time highlighting our region and giveaway being ran.

Lewis & Clark Trail Proposal – received a proposal to do Lewis & Clark brochures and website content again from Jeff Smith. We have done this in the past, but cost has gone up. We have only one box of brochures so that is a good sign that they are moving. They need $2500 from MRC to do the brochures and website content. Discussion was had but no formal decision was made as of now – due in December.

Windfall Media Plan Influencer v. Photoshoot – Discussion was had about the pros and cons about having an influencer v. a photoshoot for new asset capturing. We do not need to make a formal decision yet, but the

board is asked to think about what they find would be best. Brianna brought up that we have a TON of asset content of our beautiful landscapes, but nothing with people in them and the consensus was that we needed more person content.

Travel Guide – Rick is busy working on design – has billed for $12k of the $25k so far.

Social media – Reminder to board members to get your food pictures into Brianna for the website – go to your favorite spot in your region and snap of picture of the place, the food, etc. and tell her what you love about it!

Public Relations – Brianna discussed the Constant Contact mishap and spam that happened resulting in our quarterly newsletter not going out – the account was hacked and recovery has taken some time but should be back to normal very soon. Brianna got an itinerary put together for the State Tour that the Department of Commerce is going on – Pat Doyle & Katie Felde will be in the area on September 25th to tour around on their way to Sidney for the Fall Fest on 9/26.

Coop Marketing – Brianna is going to be sending out a letter and/or email to area Chamber of Commerce's with information about the Tourism Ambassador Program that MRC is trying to get off the ground and see what the interest will be. Brianna is dealing with the payments for Great Plains Dino Museum – they paid the bills in full instead of waiting so now Brianna needs direction from the state if we can even reimburse at this point and still waiting for the check from Fort Union project.

Dino Trail –

Talking Trails – more signs came in – just getting them disbursed and put up

Old Business –

New business – Sarah had done up a hat for Brianna with the MRC logo on it and include sticker swag that looked so great – Zack is very interested to have MRC swag in the Cottonwood gift shop, and the board alike is interested in ordering through her for swag of MRC – possibly for trade shows, etc.

Next Meeting

Tuesday, October 20th, in Wolf Point.