



PRESS RELEASE

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For More Information: To interview Commissioner Vero please contact her at (406) 360-5821

MISSOULA COUNTY COMMISSIONER JUANITA VERO ANNOUNCES RE-ELECTION CAMPAIGN

MISSOULA, MT – Since July 1 of 2019, Juanita Vero has served as one of Missoula County’s County Commissioners. First appointed to replace a departing Commissioner, Vero was elected by a strong majority of county citizens for a full term in November of 2020. This term ends in November of 2026.

Commissioner Vero is announcing today the launch of her re-election campaign. The official date for this year’s General Election will be November 3, 2026. Candidates can officially file for offices between February 17 and March 4, 2026.

“It has been the honor and privilege of my life to serve Missoula County as one of your commissioners,” said Vero. “With 120,000 people over 2,614 square miles (about the size of Delaware) and one left-leaning, cobalt blue incorporated city of Missoula surrounded by right-leaning ruby red county-only, tension and paradox exist. But therein lies the beauty and vibrancy of this place!”

Vero is a 4th generation partner at one of Montana’s oldest family-owned and operated dude ranches in Greenough, Montana. She understands what it’s like to run a small, dynamic business in a place like Missoula County. Prior to her becoming a Commissioner, and besides her ranch stewardship duties, Commissioner Vero served many years on boards dedicated to protecting and sustaining natural resources and rural communities.

Vero knows firsthand it’s critical to have rural representation on the county commission because Missoula County is more than just the city of Missoula. She embodies a particular type of rural citizenry that is necessary to build trust and forge collaboration in order to achieve heavy lifts with limited resources. Vero is a product of the Blackfoot Valley, a place that is celebrated nationwide for its landscape scale collaborative conservation and rural way of life.

“I have been fortunate enough to have a courtside seat watching Juanita Vero in action,” said Missoula County Commissioner Josh Slotnick. He continues, “In this time of deep polarization, Juan has worked closely with county commissioners from across the state with great success. Her efforts have given Missoula a statewide voice we have not had in ages. Locally, she is next-level responsive, essentially making house calls to talk through the thorniest of issues with the actual people affected. Juan is naturally fearless, deeply experienced and relentlessly kind. I am honored to support her re-election to the Missoula Board of County Commissioners.”

These past six years Missoula County has made great progress, but clearly many citizens are still struggling. Too many people are feeling the squeeze of rising costs, including: property taxes, housing, energy, groceries, and more. At the same time, county residents expect reliable services, and trust and transparency in their local government. Commissioner Vero, along with the other two Commissioners and county staff, are committed to meeting those expectations every day.

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A Trusted Leader for Missoula County

Mayor Andrea Davis states her support: “Juanita brings enthusiasm, experience and a pragmatic, get-it-done attitude that we need locally and across the state. The City and County work closely on issues like critical infrastructure, growth opportunities and behavioral healthcare. Her leadership will continue to improve both rural and urban areas. Please join me in reelecting my friend and colleague, Juanita Vero for Missoula County Commissioner.”

Commissioner Vero is proud of the county’s hard-earned accomplishments in her first term:

- Enacted small business Covid response grants and a smooth Covid vaccine rollout through Missoula County Office of Emergency Management, which correlated to saving lives.
- Installed the biggest roof top solar array in the state at the Detention Center using 3rd party financing.
- Held the line on spending to track with inflation, brought in millions of dollars via grants, and continued to focus on partnerships to optimize costs and effectiveness.
- With our Public Works team and Fish Wildlife and Parks, we created a life-saving parking area near Sha-Ron fishing access to address problematic river recreation parking and pedestrian behavior along Hwy 200 through East Missoula.
- Advancing state legislation to allow the 3.5 million tourists who visit Missoula County each year to help pay for services such as road and bridge maintenance and emergency responses.
- Continued meaningful relationships with Confederated Salish Kootenai Tribes and we dedicated the Sophie Moiese Room in the Courthouse and the Bear Tracks Bridge across the Clark Fork River in downtown Missoula.
- Completed a housing action plan, hired a housing specialist, and will soon release new tools to catalyze long-term affordability of existing housing, and preserve housing for in-person workers.
- By working and planning with local residents for many months, we then adopted the Wye Infrastructure Plan, and are getting close with the Swan Valley Neighborhood Plan.

There are many efforts that are in progress from Vero’s first term and she wants to see them through. Specific projects such as: Community Wildfire Protection Plan, Green Power Plan, countywide land use plan, and bridge re-openings are top of her mind. She says, “As commissioners we preside over an educated and engaged citizenry that demands nothing less. We know we’re doing our job when people take us for granted, when they realize their individual and collective potential without even knowing local government is playing a role.”

Commissioner Vero continues, “Trust is a funny thing. Not only is it the first or most important component of any endeavor or relationship, but in order to build trust you have to have the courage and vulnerability to be the first to trust. Creating space where people trust and solutions happen is my jam!”

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Note to Press: A picture of Commissioner Vero is **attached** for your use.

And, **Save-The-Date** for Commissioner Vero’s “Kick-Off “ Campaign Event on Thursday, February 5, 5:30-7:30pm, at Goodworks Ventures, 129 West Alder Street, Missoula.