



# COMMERCE

## TOURISM ADVISORY COUNCIL MEETING

FEBRUARY 4, 2025

**This meeting is being offered via Zoom Webinar:**

**Zoom Webinar:** Information to register and attend the meeting can be found [HERE](#).

*Persons may address the Tourism Advisory Council via the Zoom virtual meeting or in-person. Persons may address the Council on any matter listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period as indicated on the agenda. Further information related to each agenda item, if any, can be obtained by contacting Barb Sanem, Compliance Specialist, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2769, Email [bsanem@mt.gov](mailto:bsanem@mt.gov).*

### AGENDA

*All committee meetings and Tourism Advisory Council meetings are open to the public.*

#### Tuesday, February 4, 2025

9:00 **Call to order**—Dr. Sabre Moore, Chair

**Roll Call**

**Introductions**

**Introduce New TAC members**

**Approval of Minutes**

- October 9, 2024 TAC Meeting Minutes

**Changes to the Agenda**

9:15 **Public Comment**

*Please state your name and where you are from. This is the time to comment on matters falling within the purview of the Tourism Advisory Council. There will also be an opportunity for the public to comment on each agenda item.*

9:20 **Committee Reports**

- Executive Committee Report—Alicia Harvey
    - TAC Member Recognition
  - Rules & Procedures Committee—Joan E. Kronebusch Committee Chair
  - Montana Heritage Commission (MHC) Report—Dr. Sabre Moore, TAC Representative
  - Tribal Tourism Committee—Lailani Upham, Chair
  - DMO Roundtable Dialogue—Dr. Sabre Moore, Chair
- Action:** Consider a motion to approve FY24 DMO Evaluation Reports

11:20 **Destination MT**

- Updates and Staff Changes, Anna Marie Moe, Acting Division Administrator

11:30 **TAC Research Committee**

- ITRR Project Selections—Dr. Melissa Weddell, ITRR Director and Dr. Sabre Moore, Committee Chair
- Action:** Consider motion to approve recommendation from Committee

Montana Department of Commerce | [commerce.mt.gov](http://commerce.mt.gov)

P.O. Box 200533 | Helena, MT 59620-0550 | Phone: 406-841-2700 | Fax: 406-841-2701

Montana 711: [dphhs.mt.gov/detd/mtap/traditionalrelayservice](http://dphhs.mt.gov/detd/mtap/traditionalrelayservice)

**12:00 FY24 Audit and FY25 Budget Increase Approvals**

**Action:** Consider a motion to approve FY24 DMO audits

**Action:** Consider a motion to approve FY25 Budget increases

**12:20 Voices of Montana Tourism**

- Legislative Update, Dax Schieffer, Voices of Montana Tourism

**12:50 TAC Action Items**

- Future Tuesday/Wednesday Meetings
  - June 3-4, 2025, Glasgow
  - October 7-8, 2025, Location TBD
  - February 3, 2026, Virtual

**1:00 Adjournment**

*The Montana Office of Tourism makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in state government. Persons needing accommodations must notify Barb Sanem no later than January 31, 2025, to allow adequate time to make needed arrangements. You can call (406) 841-2769, fax (406) 841-2871, or write to Destination MT, PO Box 200533, Helena, MT, 59620 to make your request. Note: Other than the meeting starting time, any time listed is approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.*