

TOURISM ADVISORY COUNCIL MEETING MINUTES

VIA ZOOM 9 a.m. NOV. 6, 2025

COUNCIL MEMBERS PRESENT

Joan E. Kronebusch, Chair

Lisa Koski, Vice-Chair

Chris Dunkerson

Brooke Erb

Erin Kennedy

Shelli Mann

Lailani Upham

DEPARTMENT OF COMMERCE STAFF

Marta Bertoglio—DOC Director

Rachelle Brown—Tribal Tourism Officer

Jennifer Pelej—Destination MT Division Administrator

Mandy Rambo—DOC Deputy Director

Patrick Quinn—Commerce Legal Counsel

Amanda Wilkey—Tourism Promotion Liaison

Thursday, Nov. 6, 2025

05:37 Chair Joan Kronebusch called the meeting to order at 9:02 a.m.

06:29 DOC Deputy Director Mandy Rambo gives opening remarks

07:18 DOC Director Marta Bertoglio introduces herself

08:57 Destination MT Division Administrator Jennifer Pelej gives an update on processes and staffing

20:02 Chair Joan Kronebusch calls roll, all TAC members are present

22:36 Chair Joan Kronebusch motions to approve the June 3-4 TAC meeting minutes, moved by Erin Kennedy, seconded by Brooke Erb, motion passes.

23:34 Chair Joan Kronebusch opens the public comment section; no public comments submitted

26:13 Shelli Mann motions to elect Lisa Koski as Vice Chair and Joan Kronebusch as the Chair of the TAC, seconded by Chris Dunkerson, motion passes.

27:47 Chair Joan Kronebusch mentions that the Rules and Procedures Committee has not officially met but there has been some background work.

29:10 Brooke Erb reports out about the Research Committee; she received notice from Melissa Waddell stating that ITRR has had a call for TAC projects open over the past month and has received about 20 submissions so far, with the submission period closing Friday, Nov. 7. ITRR will review the projects, assess capacity, and bring forward viable proposals for the TAC Research Committee to review in January. ITRR then develops budgets and project scopes to present to the full TAC board for a vote at the February meeting.

31:29 Brooke Erb gives a report on the Heritage Commission. Discussions included the 99-year lease proposal review for the fire station in Virginia City and the fundraising campaign for Stonewall Hall. Two proposals were brought to the commission, one was the River of Gold project, developing camping and lodging opportunities for public to encourage and increase visitor stays in the area. The other proposal was a full renovation and reimagination of the Nevada City Hotel, with modern hospitality standards

35:34 Lailani Upham begins the Tribal Tourism report and hands it over to Rachelle Brown, Department of Commerce Tribal Tourism Officer. Rachelle announced the State Tribal Economic Development Commission meeting will be held in Polson on Friday, Nov. 14. Rachelle announced that AIANTA is now going by the American Indigenous Tourism Association.

39:07 Rachelle Brown updates on the Indian Country production scope of work promoting Indian Country to elevate the brand of tribal tourism including a new guidebook, new videos for VisitMT and ad campaign that is planned for the spring of 2027.

40:29 Rachelle Brown talks of a partnership with Montana Indigenous Tourism Trail project to ensure the new content will be holistic and collaborative. Rachelle is working with ITRR on the TAC approved survey project.

42:57 Rachelle Brown explains the Tribal Tourism Grant and the Tribal Tourism Small Business Grant.

45:30 Rachelle Brown explains what STED stands for and how the commission functions.

48:19 Budget Increase Approvals

- Yellowstone Country requested to increase their FY26 budget by \$194,875 of FY25 rollover funds, therefore increasing their FY26 budget total to \$4,076,215
- Visit Southwest Montana requested an increase of their FY26 budget by \$27,762.61 of FY25 rollover funds, therefore increasing their FY26 budget to a total of \$1,071,577.61.
- Missouri River Country requested to increase their FY26 budget by \$3,602 of FY25 rollover funds, therefore increasing their FY26 budget total to \$136,020.
- Butte has requested to increase their FY26 budget by \$984.95 of FY25 rollover funds, therefore increasing their FY26 budget to a total of \$195,303.95.
- Miles City CVB has requested to increase their FY26 budget by \$816.87 of FY25 rollover funds, therefore, increasing their FY26 budget to a total of \$48,998.87.
- Havre has requested to increase their FY26 budget by \$2,009.38 of FY25 rollover, therefore increasing their FY26 budget to a total of \$27,362.38.
- Visit Southeast Montana has requested to increase their FY26 budget by \$36,941 of FY25 rollover funds and \$150,000 of estimated unspent revenue from FY25, therefore, increasing their FY26 budget a total to \$1,290,663.
- Destination Missoula has requested to increase their FY26 budget by \$154,606 of estimated unspent revenue from FY25, therefore increasing their FY26 budget to a total of \$689,421.
- Glacier Country has requested to increase their FY26 budget by \$200,000 of estimated unspent revenue from FY25 and \$200,000 adjusted revenue

projections for FY26, therefore increasing their FY26 budgeted total to \$4,200,000.

1:02:05 Erin Kennedy moved to approve the FY26 budget increases as submitted, Chris Dunkerson seconded, motion passed.

1:02:30 Jennifer Pelej explains how to properly keep record of approved budget increases in ServiceNow.

1:04:29 Chair Joan Kronebusch begins Committee Assignments

1:07:23 Chair Joan Kronebusch asks that anyone interested in the Marketing Committee reach out to her.

1:11:05 Chris Dunkerson and Shelli Mann join the Research Committee.

1:12:58 Shelli Mann joins the Tribal Tourism Committee.

1:13:58 Brooke Erb moves to adjourn, seconded by Lisa Koski, motion passed.