



COMMERCE

TOURISM ADVISORY COUNCIL MEETING

9:00 a.m. – 12:00 p.m., Oct. 13, 2026

AGENDA

This meeting will be offered via Zoom webinar

Please register in advance for the webinar meeting.

https://mt-gov.zoom.us/webinar/register/WN_8JX2iQHeT7u4ZSHhMXAn9A

A confirmation email containing the meeting access link and information to join the webinar will be automatically sent after registration.

Persons may address the Tourism Advisory Council (TAC) via the Zoom webinar. Persons may address the Council on any action item listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period as indicated on the agenda. Committee meetings and Tourism Advisory Council meetings are open to the public.

9:00 a.m. | Call to Order, Joan E. Kronebusch, Chair

- Announcement on AI note taking: The use of any AI notetaking, transcription, or summarization tool is not permitted at today's meeting by any attendee, including members of the public. This restriction is in place until the State adopts formal policies governing the use of AI notetaking, transcription, or summarization at public meetings of state boards, commissions, and councils. Thank you for your cooperation.
- Opening Remarks, Department of Commerce
- TAC Roll Call & Introductions, Joan E. Kronebusch, Chair
- June 9-10, 2026 Meeting Minutes, Joan E. Kronebusch, Chair
 - Action: Consider a motion to approve the meeting minutes

9:20 a.m. | Public Comment, Joan E. Kronebusch, Chair

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 public comment on each action item on the agenda.

9:25 a.m. | TAC Committee Reports

- Marketing committee, Joan E. Kronebusch
 - Budget increase requests
 - Action: Consider motion(s) to approve committee recommendations on DMOs' budget increase requests
 - Annual Audits – FY26 audit reports
 - Action: Consider motion(s) regarding committee recommendations on Region/CVB FY26 audit reports
- Research committee, Brooke Erb
- Montana Heritage Commission, Brooke Erb
- Tribal Tourism, Lailani Upham
- Rules and Procedures committee, Chris Dunkerson

11:00 a.m. | Elections

Action: Consider a motion to elect offices of Chair and Vice Chair

Adjournment