



TOURISM ADVISORY COUNCIL MEETING

June 9-10, 2026

**Montana Historical Society | Montana Heritage Center
225 North Roberts Street
Helena, MT 59620-1201**

AGENDA

For those unable to attend in person, a link will be offered via Zoom Webinar.

NOTE: Each day requires the use of a unique link.

DAY ONE (June 9) : https://mt-gov.zoom.us/webinar/register/WN_t6puXETTDOM6OQS9LCOIA

DAY TWO (June 10): https://mt-gov.zoom.us/webinar/register/WN_rUcGb0TMSFmh1Uk20n0IRA

Persons may address the Tourism Advisory Council (TAC) via the Zoom. 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.

10:00 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
- February 18, 2026, Meeting Minutes, Joan E. Kronebusch, Chair
- Action: Consider a motion to approve the meeting minutes

10:20 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.

10:30 a.m. | TAC Committee Reports

- Rules and Procedures, Chris Dunkerson
- Montana Heritage Commission, Brooke Erb
- Tribal Tourism, Lailani Upham
- Research, Brooke Erb
- Marketing committee, Joan E. Kronebusch

- Annual Audits – FY25 audit reports (Glendive and Yellowstone)
Action: Consider motion(s) regarding committee recommendations on Region/CVB FY25 audit reports

10:50 a.m. | Institute for Tourism and Recreation Research (ITRR) – Melissa Weddell

11:00 a.m. | FY27 DMO Plan presentations

- Yellowstone Country
- Visit Big Sky
- Belgrade
- Bozeman
- Livingston
- Gardiner
- Red Lodge
- West Yellowstone

Action: Consider a motion to approve each DMO plan/budget proposal

12:30 p.m. | Lunch

1:30 p.m. | FY27 DMO Plan Presentations

- Glacier Country
- Columbia Falls (joining virtually)
- Whitefish
- Kalispell
- Missoula

Action: Consider a motion to approve each DMO plan/budget proposal

2:30 p.m. | FY27 DMO Plan Presentations

- Southwest Montana
- Helena
- Butte
- Anaconda
- Dillon

Action: Consider a motion to approve each DMO plan/budget proposal

3:30 p.m | FY 27 DMO Plan Presentations

- Central Montana
- Great Falls
- Havre

Action: Consider a motion to approve each DMO plan/budget proposal

4:00 p.m. | Tribal Tourism Region Presentation – Rachelle Brown

4:10 p.m. | Update on evening activities

4:30 p.m. | Adjourn

JUNE 10, 2026

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

9:10 a.m. | FY27 DMO Plan Presentations

- Missouri River Country
- Glasgow
- Sidney

Action: Consider a motion to approve each DMO plan/budget proposal

10:00 a.m. | FY27 DMO Plan Presentations

- Southeast Montana
- Glendive
- Miles City
- Billings

Action: Consider a motion to approve each DMO plan/budget proposal

11:00 a.m. | Adjourn