

TOURISM ADVISORY COUNCIL MEETING

JUNE 13-14, 2022

This meeting will be offered in person or via Zoom:

In person: Pine Meadows Golf Club, 320 Country Club Ln, Lewistown, MT

Zoom: Information on joining the meeting via Zoom 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 Carmen Levick, Tourism Outreach Coordinator, Montana Office of Tourism & Business Development, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email CLevick@mt.gov.

AGENDA

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

MONDAY, June 13, 2022

8:00

Call to order, Introductions—Rachel Gregg, Chair

Changes to the Agenda

Consent Agenda

All matters listed hereunder collectively constitute a consent agenda will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive unanimous approval. Items on the consent agenda may be read by title only, except upon the request of a member of the Council or the public, in which event the matter shall be removed from the consent agenda and considered as a separate item. No debate is allowed on the consent agenda or on any item included in it.

- February 7, 2022 TAC Meeting Minutes
- TAC Member Roundtable Notes/Updates

8:15

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 public comment on each agenda item.

8:30

Committee Reports

- Executive Committee—Rachel Gregg
- Region/CVB Regulations & Procedures Committee—Rachel Gregg
- Research Committee—Rhonda Fitzgerald
- Montana Heritage Commission (MHC) Report—Jeff Ewelt
- Agritourism Development—Patricia McGlynn
- Tribal Committee—TAC
- Marketing Committee—Alicia Harvey

9:00

Marketing Plan/Budget Presentations from the following DMOs:

- Glacier Country
- Kalispell
- Missoula
- Whitefish

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

10:00

Break

10:15

Marketing Plan/Budget Presentations from the following DMOs:

- Missouri River Country
- Action:** Consider a motion to approve each marketing plan/budget proposal

- Southwest Montana
- Butte
- Dillon
- Helena

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

- Central Montana
- Great Falls

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

12:00

Lunch

- 1:15 **Call to Order**—Rachel Gregg, Chair
Department of Commerce Updates
- **Brand MT**
 - Welcome—Director Scott Osterman
 - Division Updates—Jenny Pelej
 - Office of Tourism Updates—Jan Stoddard
 - Marketing Team Updates—Haley Walter/Nicole Gonzalez
 - Montana Film Office—Allison Whitmer
 - International Travel Trade—Kim Birrell
 - **Business MT**
 - Tribal tourism—Rachelle Brown

3:00 **Recess**

TUESDAY, June 14, 2021

- 8:00 **Call to Order**—Rachel Gregg, Chair
Marketing Plan/Budget Presentations from the following DMOs:
- Yellowstone Country
 - Belgrade
 - Big Sky
 - Bozeman
 - Gardiner
 - Livingston
 - Red Lodge
 - West Yellowstone
- Action: Consider a motion to approve each marketing plan/budget proposal*
- 10:00 **Break**
- 10:15 **Marketing Plan/Budget Presentations from the following DMOs:**
- Southeast Montana
 - Billings
 - Glendive
 - Miles City
- Action: Consider a separate motion to acknowledge the Glendive CVB*
Action: Consider a motion to approve each marketing plan/budget proposal
- 11:15 **Big Sky Passenger Rail Authority**—David Strohmaier, BSPRA Chair and Missoula County Commissioner
- 11:45 **Upcoming Meetings/Future Meeting Discussion/Speakers/Topics**
- October 3-4, 2022
 - February 6, 2023
- 12:00 **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 Carmen Levick no later than June 3, 2022 to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, 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.