**TOURISM ADVISORY COUNCIL MEETING AGENDA JUNE 4-5, 2024**

**This meeting will be offered in person or via Zoom:**

**In person: Hampton Inn** 5110 Southgate Dr, Billings, MT 59101

Zoom: Information on joining the meeting via Zoom Day ONE [here](https://mt-gov.zoom.us/s/87819064879?pwd=dzlTc0x5dStxZWpNZnVSKy9YV0hlQT09) Passcode: 566551, Day TWO [here](https://mt-gov.zoom.us/s/86527100760?pwd=ZlFXeXd1OEFibjE4akZlUngycStJZz09) Passcode: 857699

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 Rachel Mullen, Tourism Outreach Coordinator, Montana Office of Tourism DESTINATION MT, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2894, Email [aburrows@mt.gov](mailto:aburrows@mt.gov). All committee meetings and Tourism Advisory Council meetings are open to the public.

**TUESDAY, JUNE 4, 2024**

**11 a.m. | Call to Order - Alicia Harvey, Chair**

* Introductions
  + Welcome new TAC Member Matthew Gebo
* Approval of Minutes: February 6, 2024, TAC Meeting Minutes
* Approval of Minutes: March 9, 2024, Virtual TAC Meeting Minutes
* Approval of Minutes: May 9, 2024, Virtual TAC Meeting Minutes
* Changes to the Agenda

**11:05 a.m. | 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.

**11:10 a.m. | Committee Reports**

* Thank you to the Council Members at Term Limits
* Montana Heritage Commission (MHC) Report with Dr. Sabre Moore
* Tribal Tourism with Haylie Shipp
* Marketing: Update from May 23, 2024, Marketing Committee Meeting with Mike Johnson

**11:20 a.m. | Recognition of Eligibility for New DMO**

* Sidney

Action: Consider a motion to recognize DMO

**11:25 a.m. | Department of Commerce**

* Commerce Agency Update with Mandy Rambo
* Commerce Marketing Update with Mitch Staley
* Destination MT Update with Jamey Petersen and Jenny Pelej
* Indian Country Update with Rachelle Brown
* Film Update with Allison Whitmer

**12:45 p.m. | Working Lunch**

**1 p.m. | FY24/25 DMO Plan Presentations**

* **Southeast Montana**
* Glendive
* Miles City
* Billings

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

* **Missouri River Country**
* Sidney

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

* **Central Montana**
* Great Falls
* Havre

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

**If time permits, we will continue with Southwest Montana and its DMOs until it is time to adjourn.**

**4:15 p.m. | Adjourn for 5 p.m. Evening Function at Zoo Montana**

**WEDNESDAY, JUNE 5, 2024**

**8 a.m. | Call to Order - Alicia Harvey, Chair**

**8:01 a.m. | FY24/25 DMO Plan/Budget Presentations Continued**

* **Southwest Montana**
* Helena
* Butte
* Anaconda
* Dillon

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

* **Yellowstone Country**
* West Yellowstone
* Big Sky
* Belgrade
* Bozeman
* Livingston
* Gardiner
* Red Lodge

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

* **Glacier Country**
* Whitefish
* Columbia Falls
* Kalispell
* Missoula

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

**11:30 a.m. Upcoming Meetings**

* October 1 - 2, 2024: Location TBD
  + Council Board Elections
  + Council Committee Assignments
* February 4, 2025, Virtual
* June 3 - 4, 2025, TBD Location

**12:00 p.m. Adjourn**