

TOURISM ADVISORY COUNCIL MEETING AGENDA

JUNE 3-4, 2025

This meeting is offered in person or via Zoom Webinar:

In person: Cottonwood Inn & Suites, 54250 US Highway 2, Glasgow, MT 59230

Zoom Webinar: Links to register for each day's meeting: [Day ONE HERE](#) [Day TWO 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 Barb Sanem, Compliance Specialist, Destination MT, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2769, Email bsanem@mt.gov. All committee meetings and Tourism Advisory Council meetings are open to the public.

9:00 a.m. | Call to Order – Dr. Sabre Moore, Chair

- Approval of February 4, 2025, TAC Meeting Minutes
- Changes to the Agenda

9:05 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.

9:20 a.m. | Department of Commerce

- Legislative Summary with Mandy Rambo
- Commerce Marketing Update
- DMO Audit Process Update with Barb Sanem

10:10 a.m. | Committee Reports

- Executive Committee Thank you to the Council Members at Term Limits
- Montana Heritage Commission (MHC) Report with Dr. Sabre Moore
- Research Committee with Dr. Sabre Moore
- Tribal Tourism with Lailani Upham
- Rules & Procedures with Joan Kronebusch

10:30 a.m. | Recognition of Eligibility for New DMO

- Glasgow
Action: Consider a motion to recognize DMO

10:35 a.m. | FY26 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

12:00 p.m. | Lunch

1:15 p.m. | FY26 DMO Plan Presentations

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

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

- **Southwest Montana**

- Helena
- Butte
- Anaconda
- Dillon

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

- **Missouri River Country**

- Glasgow
- Sidney

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

4:00 p.m. | Adjourn**WEDNESDAY, JUNE 4, 2025****9:00 a.m. | Call to Order – Dr. Sabre Moore, Chair****9:05 a.m. | FY26 DMO Plan Presentations**

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

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

- **Southeast Montana**

- Glendive
- Miles City
- Billings

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

10:30 a.m. | Upcoming Meetings

- October 7 – 8, 2025, Fairmont Hot Springs, Fairmont
- February 3, 2026, Virtual
- June 9 – 10, 2026, Location TBD

10:35 a.m. | Adjourn