

TOURISM ADVISORY COUNCIL
MARCH 12, 2024

This meeting is being offered virtually via Zoom – see bottom for link

Persons may address the Tourism Advisory 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 Montana, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2769, Email bsanem@mt.gov

AGENDA

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

TUESDAY, MARCH 12, 2024

11:30 **Call to Order**, Sabre Moore, Chair

11:32 **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.

11:35 **Budget Increases**

FY24 Budget Increase

➤ Gardiner DMO

12:00 **Adjournment**

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.

Topic: Approval of DMO budget increases - Meeting

Time: Mar 12, 2024 11:30 AM Mountain Time (US and Canada)

Join Zoom Meeting

<https://mt-gov.zoom.us/j/89916399177?pwd=a1VUZXXzODBmbGdHSHdqUVNkMnhhZz09>

Meeting ID: 899 1639 9177

Password: 040800

Dial by Telephone

+1 406 444 9999 (Helena)

Gardiner DMO

| Allowable Method | Amount Budgeted | % Budgeted | Increase | Updated Budget | % Budgeted |
|-----------------------|--------------------|----------------|--------------------|--------------------|----------------|
| Administration | \$6,691.00 | 13.74% | \$5,740.00 | \$12,431.00 | 16.06% |
| Agency Services | \$800.00 | 1.64% | \$0.00 | \$800.00 | 1.03% |
| Cooperative Marketing | \$1,250.00 | 2.57% | \$0.00 | \$1,250.00 | 1.62% |
| Earned Media/Tourism | \$500.00 | 1.03% | \$1,660.00 | \$2,160.00 | 2.79% |
| Education/Outreach | \$800.00 | 1.64% | \$1,000.00 | \$1,800.00 | 2.33% |
| Joint Venture | \$4,500.00 | 9.24% | \$3,000.00 | \$7,500.00 | 9.69% |
| Marketing Resources | \$1,490.00 | 3.06% | \$0.00 | \$1,490.00 | 1.93% |
| Opportunity Marketing | \$50.00 | 0.10% | \$0.00 | \$50.00 | 0.06% |
| Paid Media | \$14,100.00 | 28.96% | \$5,000.00 | \$19,100.00 | 24.68% |
| Product Development | \$5,000.00 | 10.27% | \$5,000.00 | \$10,000.00 | 12.92% |
| Visitor Services | \$10,500.00 | 21.57% | \$5,000.00 | \$15,500.00 | 20.03% |
| Website Development | \$3,000.00 | 6.16% | \$2,300.00 | \$5,300.00 | 6.85% |
| TOTAL BUDGET | \$48,681.00 | 100.00% | \$28,700.00 | \$77,381.00 | 100.00% |

| | |
|------------------------------|--------------------|
| Allocated Following Audit | \$0.00 |
| Revenue Projection | \$28,700.00 |
| Rollover Funds at Commerce | \$0.00 |
| Budget increase total | \$28,700.00 |