

TOURISM ADVISORY COUNCIL MEETING VIA ZOOM OCTOBER 4, 2021

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 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, OCTOBER 4, 2021

- 8:00 **Call to order, Introductions**—Katie Grice, 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.
- June 14-15, 2021 TAC Meeting Minutes
- 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 **TAC Member Roundtable**
- 9:00 **TAC Committee Reports and Updates**
- Marketing Committee—Rachel Gregg, Chair
Action: Consider a motion to approve audits and any updates to Region/CVB Marketing Plan Budgets.
 - Rules & Procedures Committee—Rachel Gregg, Chair
 - Research Committee—Rhonda Fitzgerald, Chair
 - Heritage Commission Update—Jeff Ewelt
- 9:45 **Brand MT Division Updates**—Jenny Pelej, Division Administrator
- **Overview of Economic Development Administration (EDA) Tourism Competitive Program**—Kirk Keysor, EDA Representative, MT & WY Regional Office and Julianne Kingery, Economic Development Specialist, U.S. EDA
 - **Program Updates**—Jan Stoddard, MT Office of Tourism Bureau Chief
 - FY22 Calendar of critical dates including mid-year FY22 Partner Plan reviews
 - Made in Montana Program
 - Tourism Grant Program
 - Governor’s Conference on Tourism and Recreation, April 2022
 - **Destination Analysts National Trends & Audience Research Discussion**
 - **Marketing**—Marlee Iverson, Marketing Bureau Chief
 - Winter Season Review
 - **Film Office**—Allison Whitmer, Film Commissioner
 - **Tribal Tourism**—Dan Iverson, Tribal Tourism Officer
- 12:15 **Lunch**

- 1:30 **ITRR Update/New Reports**—Jeremy Sage, Economist and Interim Director, ITRR
- 2:00 **Montana State Parks Update**—Pat Doyle, Marketing Director, Montana State Parks
- 2:30 **Election of Officers**—Bill McGladdery, Nominating Committee Chair
- 2:35 **Upcoming Meetings/Future Meeting Discussion/Speakers/Topics**
 ▪ February 8-9, 2021—Helena
- 2:45 **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.

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 September 30, 2021 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.