

**TOURISM ADVISORY COUNCIL MEETING  
JUNE 14-15, 2021**

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

**In person:** Best Western Great Northern, 835 Great Northern Blvd., Helena (Western Star/Empire Room)

**Zoom:** Information on joining the meeting via Zoom can be found at:

<https://marketmt.com/Programs/Industry-Services-and-Outreach/Tourism-Advisory-Council>.

*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](mailto:CLevick@mt.gov).*

**AGENDA**

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

**MONDAY, June 14, 2021**

8:00 **Call to order**—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.*

- February 8, 2021 TAC Meeting Minutes

8:05 **Welcome and Updates from the DOC Director Scott Osterman**

8:35 **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.*

8:45 **TAC Member Roundtable**

9:15 **Committee Reports**

- Executive Committee—Katie Grice
- Region/CVB Regulations & Procedures Committee—Rachel Gregg
- Research Committee—Rhonda Fitzgerald
- Montana Heritage Commission (MHC) Report—Jeff Ewelt
- Agritourism Development—TAC Members Tami Burke and Patricia McGlynn
- Marketing Committee—Rachel Gregg

9:45 **Revised FY21 Marketing Plan/Budget Presentations from the following CVBs:**

- Havre
- Glendive

10:15 **Action:** Consider a motion to approve revised marketing plan/budget for contract extension.

10:20 **Marketing Plan/Budget Presentations from the following Regions & CVBs:**

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

1:00 **Action:** Consider a motion to approve each marketing plan/budget proposal.

1:10 **Recess**

- 2:30 **Call to Order**—Katie Grice, Chair
- 2:35 **Marketing Plan/Budget Presentations from the following Region & CVBs:**
- Southeast Montana
  - Billings
  - Miles City
  - Missouri River Country
- 3:45 **Action:** Consider a motion to approve each marketing plan/budget proposal.
- 3:55 **Marketing Plan/Budget Presentations from the following Regions & CVBs:**
- Southwest Montana
  - Butte
  - Dillon
  - Helena
  - Central Montana
  - Great Falls
- 5:55 **Action:** Consider a motion to approve each marketing plan/budget proposal.
- 6:00 **Recess**

**TUESDAY, June 15, 2021**

- 8:00 **Marketing Plan/Budget Presentations from the following Region & CVBs:**
- Glacier Country
  - Kalispell
  - Missoula
  - Whitefish
- 9:30 **Action:** Consider a motion to approve each marketing plan/budget proposal.
- 9:45 **Department of Commerce Updates**
- **Director's Office**
    - Marketing Campaigns—Marlee Iverson and Hoffman York
    - Content Updates—Kate Siberell
    - VisitMT.com Website Update—Norm Dwyer
    - International Travel Trade—Kim Birrell
  - **Business Development**
    - Tribal tourism—Dan Iverson
    - Montana Film Office—Allison Whitmer
  - **Montana Office of Tourism**
    - Lodging Tax Collection Update—Jan Stoddard
    - Made in Montana—Susan Joy
    - Tourism Grant Program Update—Michele Cushman
    - Governor's Conference—Jan Stoddard, Alex Tyson
    - Recreate Responsibly Initiative—Jan Stoddard, Racene Friede
- 11:45 **Upcoming Meetings/Future Meeting Discussion/Speakers/Topics**
- October 4, 2021 (Location TBD)
- 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 11, 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. 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.*