

**TOURISM ADVISORY COUNCIL MEETING MINUTES
FEBRUARY 4, 2019
HELENA, MT**

COUNCIL MEMBERS PRESENT

Glenniss Indreland, Chair—Big Sky
Katie Grice, Vice Chair—Big Sky
Jeff Ewelt—Billings

Sandi Luckey—Helena
Bill McGladdery—Butte
Dr. Kenneth Ryan—Wolf Point

Brian Sprenger—Bozeman
Steve Wahrlich—Billings
Joe Willauer—Twin Bridges

COUNCIL MEMBERS NOT PRESENT

Tami Burke—Glasgow
Rhonda Fitzgerald—Whitefish
Rachel Gregg—Missoula

Lindzy Roth—Kalispell
Alger Swingley—Great Falls
Sandra Thares—Great Falls

DEPT. OF COMMERCE (DOC) and MT OFFICE OF TOURISM & BUSINESS DEVELOPMENT (MOTBD) STAFF

Jenny Pelej—Administrator, MOTBD
Jan Stoddard—Bureau Chief, ISO Bureau
Sean Becker—Bureau Chief, Business Assistance Bureau
Kev Campbell—Business Development Specialist
Michele Cushman—Tourism Grant Manager
Benjamin Gill—MOTBD Research Specialist
Samantha Holeshue—Made in Montana Assistant
Raylee Honeycutt—Marketing Manager
Dan Iverson—DOC Communications

Marlee Iverson—International Trade Manager
Todd Jackson—DOC Communications
Carmen Levick—Tourism Outreach Coordinator
Carla Lott—Tribal Tourism Officer
Joe Ramler—MOTBD Economist
Barb Sanem—Compliance Specialist
Kate Siberell—Marketing & Communications Coordinator
Allison Whitmer—Film Commissioner

MONDAY, FEBRUARY 4, 2019

CALL TO ORDER, INTRODUCTIONS

Council Chair, Glenniss Indreland called the meeting of the Tourism Advisory Council (TAC) to order at 8:30 a.m. Introductions of Council members, Montana Office of Tourism & Business Development (MOTBD) staff and the audience followed.

CHANGES TO THE AGENDA

No changes to the agenda were requested.

PUBLIC COMMENT

One Big Sky—Dan Brooks, Billings Chamber of Commerce

Dan Brooks gave an overview of the One Big Sky district plan which is a large, mixed-use, multi-anchored project in downtown Billings that creates the opportunity to redefine an urban landscape to support major economic development. This vision is grounded in a destination concept that relies on private investment and anchoring institutions, including health care, education and tourism, to drive visitation and new jobs and, correspondingly, economic growth and a stronger tax base.

Governor Bullock—Governor Bullock thanked the Council members and other tourism partners for what they do. He said that Montana ranks 2nd for visitor spending per capita amongst the other states and that he has submitted a proposal to the legislature that would increase the funding for the promotion of Montana by about \$22 million annually. He also talked about Medicaid expansion and investing in infrastructure.

CONSENT AGENDA

- Approval of September 24-25, 2018, 2018 TAC Meeting Minutes

Bill McGladdery moved to adopt the consent agenda. Steve Wahrlich seconded. With no request to remove an item from the consent agenda, the consent agenda was adopted.

TAC MEMBER ROUNDTABLE

Updates and information of happenings in Montana were given by TAC members. Discussion included:

- Tim Montana video recently filmed in Butte and Elk Park.
- Ski joring and other events, concerts, live theatre have been busy in Butte.
- Montana Chamber, workforce development—many issues across the tourism industry
- Big Sky—significant visitation and growth. Events, meeting and convention growth.
- Sports tournaments, meetings and conventions growing in Billings.
- Air service continues to grow across the state with new flights with new flights to major cities and several airport expansion projects.
- Tribal—Interest from visitors increasing to attend tribal events. Also working on ADA compliant walking trails for buffalo viewing near Poplar.

COMMITTEE REPORTS BY RESPECTIVE CHAIRS

Executive Committee—Glenniss Indreland, Chair

Glenniss gave a recap of the TAC Executive Committee conference call which was held on Monday, January 28. Items of discussion included:

- 2013-2017 Strategic Plan for Tourism & Recreation is still in use until a new one is completed.
- Review of the Rules & Regulations for Regions and CVBs is underway
- TAC members have general login to access and review Region/CVB marketing plans in preparation for the June meeting.

Marketing Committee Updates—Katie Grice, Chair

Katie said that there will be some changes for the Region/CVB marketing plan presentations for the June meeting. She also said that she will make assignments to the TAC regarding the review of marketing plans and completion reports.

Audits & Updates to Region/CVB Marketing Plan Budgets

The Marketing Committee recommended final approval for the following audits and marketing plan budget changes:

Glacier Country—Steve Wahrlich moved to approve the FY18 Glacier Country Audit as submitted with \$7.90 remaining in uncommitted tax funds on hand. Brian Sprenger seconded. Motion passed.

Bill McGladdery moved to approve Glacier Country's request to increase the FY19 budget by \$164,950 using \$44,950 of uncommitted audit funds, \$11,199 of rollover at Commerce funds and \$108,801 of increased projected revenue collections. Glacier Country's budget will increase from \$1,650,000 to \$1,814,950. Joe Willauer seconded. Motion passed.

Bozeman CVB—Steve Wahrlich moved to approve the FY18 Bozeman CVB audit as submitted with \$0.00 remaining in uncommitted tax funds on hand. Jeff Ewelt seconded. Motion passed.

Steve Wahrlich moved to approve the Bozeman CVB's request to increase the FY19 budget by \$97,796 using \$88,695.49 of uncommitted audit funds, \$794.51 of rollover at Commerce funds and \$8,306 of increased projected revenue collections. Bozeman CVB's budget will increase from \$269,109 to \$366,905. Glenniss Indreland seconded. Motion passed

Butte CVB—Steve Wahrlich moved to approve the FY18 Butte CVB audit as submitted with \$0.76 remaining in uncommitted tax funds on hand. Brian Sprenger seconded. Motion passed.

Jeff Ewelt moved to approve the Butte CVB's request to increase the FY19 budget by \$3,191 using uncommitted from audit funds. Butte CVB's budget will increase from \$232,672.76 to \$235,863.76. Joe Willauer seconded. Motion passed.

Dillon CVB—Bill McGladdery moved to approve the FY18 Dillon CVB audit as submitted with \$4.14 remaining in uncommitted tax funds on hand. Steve Wahrlich seconded. Motion passed.

Joe Willauer moved to approve the Dillon CVB's request to increase the FY19 budget by \$13,700 using uncommitted from audit funds. Dillon CVB's budget will increase from \$67,100 to \$80,800. Kenneth Ryan seconded. Motion passed.

Kalispell CVB—Bill McGladdery moved to approve the FY18 Kalispell CVB audit as submitted with \$0.58 remaining in uncommitted tax funds on hand. Glenniss Indreland seconded. Motion passed.

Glenniss Indreland moved to approve the Kalispell CVB's request to increase the FY19 budget by \$11,974 using uncommitted from audit funds. Kalispell CVB's budget will increase from \$137,000 to \$148,974. Jeff Ewelt seconded. Motion passed.

Livingston CVB—Bill McGladdery moved to approve the FY18 Livingston CVB audit as submitted with \$18.06 remaining in uncommitted tax funds on hand. Steve Wahrlich seconded. Motion passed. (Please note: The Livingston CVB is not requesting an increase in their budget at this time.)

Whitefish CVB—Bill McGladdery moved to approve the FY18 Whitefish CVB audit as submitted with \$0.01 remaining in uncommitted tax funds on hand. Glenniss Indreland seconded. Motion passed.

Brian Sprenger moved to approve the Whitefish CVB's request to increase the FY19 budget by \$79,770 using \$38,110 of uncommitted from audit funds and \$41,660 of increased projected revenue collections. Whitefish CVB's budget will increase from \$110,000 to \$189,770. Joe Willauer seconded. Motion passed.

FY19 Budget Increase Requests

The Marketing Committee recommended final approval for the following FY19 budget increase requests:

Missouri River Country—Jeff Ewelt moved to approve Missouri River Country's request to increase the FY19 budget by \$5,060 using the updated increased projected revenue collections for FY19. Missouri River Country's budget will increase from \$222,121 to \$227,181. Brian Sprenger seconded. Motion passed.

Yellowstone Country—Bill McGladdery moved to approve Yellowstone Country's request to increase the FY19 budget by \$116,800 using the updated increased projected revenue collections for FY19. Yellowstone Country's budget will increase from \$1,779,453 to \$1,896,253. Joe Willauer seconded. Motion passed.

Helena CVB—Glenniss Indreland moved to approve the Helena CVB's request to increase the FY19 budget by \$8,000 using the increased projected revenue collections for FY19. Helena CVB's budget will increase from \$163,930 to \$171,930. Bill McGladdery seconded. Motion passed.

Red Lodge CVB—Joe Willauer moved to approve the Red Lodge CVB's request to increase the FY19 budget by \$4,435 using the updated increased projected revenue collections for FY19. Red Lodge CVB's budget will increase from \$30,000 to \$34,435. Steve Wahrlich seconded. Motion passed.

Jan Stoddard acknowledged and thanked Barb Sanem and the Regions and CVBs for their work in getting through the audits and budget changes.

Rules & Regulations Changes and Updates

Katie said that in order to finalize the Rules & Regulations, the Marketing Committee will review and send final recommendations for changes to the full council soon for feedback and final approval. Once approved, it will go through a public comment period and legal review before being sent through the official process for changes.

Research Committee—Rhonda Fitzgerald, Chair

In Rhonda's absence, Bill McGladdery gave the update for the research committee. The Research Committee recommended the following projects for FY20 with a total cost of final app \$996,990.

- Quarterly Nonresident Travel and Recreation Analysis
- 2019 Economic Impacts and 2020 Outlook
- Tourism and Recreation Monitoring
- ITRR Data Mining
- Survey Kits
- Emerging Issues
- ITRR Interactive Website Upgrade
- Eastern Montana Data Growth
- Canadian Traveler Analysis

Bill McGladdery moved to approve the recommendation of the Research Committee. Glenniss Indreland seconded. Motion passed.

ITRR UPDATE/NEW REPORTS—Dr. Norma Nickerson, Director, ITRR

Due to inclement weather and poor road conditions, Dr. Nickerson and staff was unable to travel so no presentation was given. Glenniss Indreland announced that a portion of Norma's presentation will be done at the Governor's Conference on Tourism & Recreation.

MOTBD UPDATES—MOTBD Staff

Montana Office of Tourism & Business Development (MOTBD) updates were given including staff changes, bureau updates, tribal tourism, Eastern Montana Initiative, marketing and research. If you would like to receive the Friday Flash weekly newsletter, please email Carmen Levick at CLEvick@mt.gov.

UPCOMING TAC MEETINGS

- Spring 2019—TAC Conference Call (Time and date to be determined)
 - Conference call to approve changes/updates to the Rules & Regulations and other business prior to the June meeting.
- June 10-11, 2019—Helena (Helena Regional Airport)
- October 7-8, 2019—Helena (Location TBD)

ADJOURNMENT

The meeting was adjourned at 5:07 p.m.