

TOURISM ADVISORY COUNCIL MEETING MINUTES

JUNE 1-2, 2015

SHELBY, MT

COUNCIL MEMBERS PRESENT

Amber Wood-Jensen, Chair—Butte
Bill McGladdery, Vice Chair—Butte
Cyndy Andrus—Bozeman
Matt Ellis—Missoula

Rhonda Fitzgerald—Whitefish
Bev Harbaugh—Jordan
Kim Holzer—Stanford

Glenniss Indreland—Big Sky
Lark Paz—Crow Agency
Dude Tyler—Livingston

COUNCIL MEMBERS NOT PRESENT

Mark Anderlik—Missoula
Stan Ozark—Glasgow
Steve Wahrlich—Billings

MONTANA OFFICE of TOURISM STAFF

Jeri Duran—Director of Sales & Constituent Services
Dan Iverson—Public Information Officer
Carmen Levick—Executive Assistant
Anna Marie Moe—Industry Services & Operations Manager

Jenny Pelej—Director of Marketing
Barb Sanem—Industry Program/Compliance Specialist
Lonie Stimac—Sales & Constituent Services

MONDAY, JUNE 2, 2014

CALL TO ORDER, INTRODUCTIONS

Council Chair, Amber Wood-Jensen called the meeting of the Tourism Advisory Council (TAC) to order at 8:00 a.m. Introductions of Council members, Montana Office of Tourism (MTOT) staff and the audience followed.

CHANGES TO THE AGENDA

There were no requests to make changes to the agenda.

APPROVAL OF MINUTES

- Approval of February 2-3, 2015 TAC Meeting Minutes
Dude Tyler moved to approve the minutes. Bev Harbaugh seconded. Motion passed.

PUBLIC COMMENT

No public comment was given.

MONTANA OFFICE of TOURISM (MTOT) UPDATE—Jeri Duran, Division Administrator

Montana Office of Tourism (MTOT) and Montana Film Office (MFO) updates were given along with the lodging tax revenue reports.

REGION/CVB MARKETING PLAN PRESENTATIONS

The Regions and CVBs gave an oral presentation of their marketing plan and budget. The Marketing Committee met prior to the TAC meeting to discuss the marketing plans and made their recommendations to the full council.

Glacier Country—Bev Harbaugh moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Dude Tyler seconded. Motion passed.

Kalispell CVB—Cyndy Andrus moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rhonda Fitzgerald seconded. Motion passed.

Missoula CVB—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Kim Holzer seconded. Matt Ellis abstained. Motion passed.

Whitefish CVB—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Beverly Harbaugh seconded. Rhonda Fitzgerald abstained. Motion passed.

Central Montana—Cyndy Andrus moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Dude Tyler seconded. Motion passed.

Great Falls CVB—No one was present to do the presentation for Great Falls. Approval was tabled pending communication with Great Falls CVB director.

Southeast Montana—Bev Harbaugh moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Dude Tyler seconded. Motion passed.

Glendive CVB—No one was present to do the presentation for Glendive. Approval was tabled pending communication with Glendive CVB director.

Miles City CVB—Dude Tyler moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bev Harbaugh seconded. Motion passed.

Missouri River Country—Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rhonda Fitzgerald seconded. Bev Harbaugh abstained. Motion passed on a 8-1 vote.

Sidney CVB—No one was present to do the presentation for Sidney. Approval was tabled pending communication with Sidney CVB director.

Yellowstone Country—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bev Harbaugh seconded. Motion passed.

Big Sky CVB—Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Dude Tyler seconded. Motion passed.

Bozeman CVB—Cyndy Andrus moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bill McGladdery seconded. Motion passed.

Belgrade CVB—Bill McGladdery moved to recognize Belgrade's CVB eligibility. Dude Tyler seconded. Motion passed.

Bev Harbaugh moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Dude Tyler seconded. Motion passed.

Gardiner CVB—Kim Holzer moved to recognize Gardiner's CVB eligibility. Dude Tyler seconded. Motion passed.

Dude Tyler moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bev Harbaugh seconded. Motion passed.

Livingston CVB—Kim Holzer moved to recognize Livingston's CVB eligibility. Dude Tyler seconded. Motion passed.

Dude Tyler moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bev Harbaugh seconded. Motion passed.

Red Lodge CVB—Bev Harbaugh moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Matt Ellis seconded. Motion passed.

West Yellowstone CVB—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Dude Tyler seconded. Motion passed.

Southwest Montana—Cyndy Andrus moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bev Harbaugh seconded. Motion passed.

Butte CVB—Bev Harbaugh moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Dude Tyler seconded. Amber Wood-Jensen abstained. Motion passed.

Dillon CVB—Rhonda Fitzgerald moved to table the application due to lack of response to questions that the Marketing Committee raised during the conference call. Kim Holzer seconded. Motion passed.

Helena CVB—Beverly Harbaugh moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Cyndy Andrus seconded. Motion passed.

Billings CVB—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Kim Holzer seconded. Motion passed.

COMMITTEE REPORTS BY RESPECTIVE CHAIRS

Executive Committee—Amber Wood-Jensen, Chair

Discussion at the Executive Committee meeting included:

- Legislation, specifically HB542, which asks the TAC to encourage the Regions and CVBs to promote public and nonprofit history museums in their regions
- The Montana Main Street Project—Rhonda gave a brief update of the Governor’s Main Street Montana Project Tourism KIN (Key Industry Network) group.
- The TAC will have a retreat prior to the October 5-6, 2015 meeting with a strong focus on reviewing duplication of efforts of MTOT, Regions and CVBs

Marketing Committee/Audits—Glenniss Indreland, Chair

Retail Sales for the Regions & CVBs—Glenniss reported that the initiative to allow retail sales as a marketing tool for the Regions and CVBs will not be moving forward and will not be added to the rules and regulations.

Site Selection Committee—Amber Wood-Jensen, TAC Chair

Amber said that the TAC is committed to going to White Sulphur Springs for the October 5-6, 2015 meeting. She asked that suggestions for the June and October 2016 be sent to her.

Research Committee—Bill McGladdery, Chair

New data including the 2015 Quarter one non-resident report builder and the 2014 economic impact numbers is now available. Non-resident data collection continues and other studies in progress include the Glacier biking study and the character of place study using Whitefish and White Sulphur Springs. All research project information can be found at the ITRR website at www.itrr.umt.edu.

Community Outreach—Kim Holzer, Chair

The Community Outreach Committee is working to get the schedules for Region and CVB board meetings so that the Council members can make plans to attend the meetings in January or February on an annual basis. TAC members are being encouraged to also attend meetings outside of their regions to get a better perspective on what is happening in other areas of the state.

Other community outreach resources include:

- Encouraging local businesses to create their electronic marketing listings on visitMT.com by going to business.visitmt.com
- Co-Op Marketing program for consumer and electronic marketing. For information visit montanatourismcoops.com.
- Montana Office of Tourism eLearningU webinars are presented every Thursday from 12:00-1:00 p.m. To receive weekly eLearningU webinar invites contact Dan Iverson at 406-841-2893.

STRATEGIC PLAN DISCUSSION—Cyndy Andrus

A quick update and review of the progress of the 2013-2017 Montana Tourism & Recreation Strategic Plan was given.

DOC RE-ORG MTOT/BUSINESS RESOURCES MERGER UPDATE—Doug Mitchell, DOC Deputy Director
Doug gave a brief overview of the Department of Commerce merging of the Office of Tourism and Business Resources Divisions. He said that while the logistics are still in the planning phase, the outcome will be a win for the Department in creating new opportunities for businesses and attractions across the state of Montana.

MEETING RECESSED

TUESDAY, JUNE 2, 2015

Amber Wood-Jensen called the meeting to order at 8:30 a.m. She thanked the reception sponsors and hotel staff for their hospitality.

CONSUMER ADVERTISING/SOCIAL MEDIA CAMPAIGN OVERVIEW—Jennifer Pelej, Director of Marketing
An overview of the warm season and social media campaigns including national key markets was shown. The new MTOT campaign concepts are being reviewed and will be revealed at the October meeting.

MTOT GRANT PROGRAM—Jeri Duran, Director of Sales & Constituent Services
Jeri gave an overview of the tourism grant program. Key changes to this year's program include an online application process and no deadline for applying. The categories will be digital development, infrastructure, event paid media advertising and trade show assistance. Applications will be accepted July 1, 2015-June 30, 2016 or until the funds run out. The grant pool is \$1 million. For more information on the grant program, please go to <http://tourism.mt.gov/MarketingDevelopment/GrantProgram>.

REGION/CVB MARKETING PLAN PRESENTATION

Great Falls CVB—Rhonda Fitzgerald moved to table the application due to lack of response to questions that were raised by the Marketing Committee. Cyndy Andrus seconded. Motion passed.

Cyndy Andrus moved to table the Sidney, Great Falls, Glendive and Dillon marketing plans for further review by the Marketing Committee and for final recommendations be made to the full Council via conference call prior to July 1, 2015. Matt Ellis seconded. Motion passed.

BICYCLE TOURISM—Jeri Duran, Director of Sales & Constituent Services and Jenny Pelej, Director of Marketing
As a follow up to the recent ITRR research project on bicycle tourism, the Montana Office of Tourism is committed to exploring opportunities grow the interest of this niche market. MTOT is currently developing a marketing plan and strategy for bicycle tourism as well as working on a partnership with the Montana Department of Transportation to address needs and concerns for bicyclists. There is also a formed partnership made up of public and private sector representatives is working to help Montana become a leading destination for bicycle tourism.

FUTURE MEETING DISCUSSION/SPEAKERS

Suggestion for an overview of the Department of Commerce Community Development grant and planning programs was made.

UPCOMING TAC MEETINGS

- **October 5-6, 2015**—White Sulphur Springs, Location TBD

ADJOURNMENT

The meeting was adjourned at 10:50 a.m.