

TOURISM ADVISORY COUNCIL MEETING MINUTES
OCTOBER 4, 2016
GARDINER, MT

COUNCIL MEMBERS PRESENT

Bill McGladdery, Chair—Butte
Glenniss Indreland, Vice Chair—Big Sky
Mark Anderlik—Missoula
Tami Burke—Glasgow
Rhonda Fitzgerald—Whitefish

Katie Grice—Big Sky
Kim Holzer—Stanford
Brian Sprenger—Belgrade
Steve Wahrlich—Billings

COUNCIL MEMBERS NOT PRESENT

Matt Ellis—Missoula
Stan Ozark—Glasgow
Alger Swingley—Babb

MONTANA OFFICE OF TOURISM & BUSINESS DEVELOPMENT (MOTBD) STAFF

Sean Becker—Administrator
Carmen Levick—Tourism Outreach Coordinator
Barb Sanem—Industry Program/Compliance Specialist

TUESDAY, OCTOBER 4, 2016

CALL TO ORDER, INTRODUCTIONS, NEW BUSINESS

Council Chair, Bill McGladdery called the meeting of the Tourism Advisory Council (TAC) to order at 8:10 a.m. He thanked the reception sponsors and the community of Gardiner for their hospitality. Introductions of Council members, Montana Office of Tourism & Business Development (MOTBD) staff and the audience followed.

APPROVAL OF MINUTES

- June 6-7, 2016 TAC Meeting Minutes
Steve Wahrlich moved to approve the minutes. Mark Anderlik seconded. Motion passed.

PUBLIC COMMENT

No public comment was given.

TAC MEMBER ROUNDTABLE

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

- Summer season in and around the Glasgow area was busy with many events/attractions such as an air show in Sidney, the Malta Speedway, fishing at Ft. Peck Lake. Hunter numbers are great with an increase in bird hunting.
- Air travel around the state was strong with added flights/schedules such as Kalispell-Chicago and Helena-Seattle. Bozeman to Newark and San Francisco daily flight schedule extended through winter. Air travel was also up for Great Falls.
- Glacier and Yellowstone National Parks both had a very strong summer season.
- Visitation up in the Big Sky area
- Festivals and events in Butte, Billings and Great Falls were successful and had good turnout.
- Visitation to attractions in the Helena area are up, but hotel occupancy was down
- Many regions are having a hard time keeping their visitor guidebooks on the shelf. Concerns were raised that the Montana Guidebook is confusing and that visitors think it is a sales piece for National Geographic
- Changes in State Parks and possible closures

ELECTION OF OFFICERS

The Nominating Committee recommended that Bill McGladdery remain the TAC Chair and for Glenniss Indreland to remain as TAC Vice Chair.

Rhonda Fitzgerald moved to accept the recommendation of the nominating committee. Mark Anderlik seconded. Motion passed.

TAC BUSINESS

Executive Committee—Bill McGladdery, Chair

Discussion at the Executive Committee meeting included:

- Legislative issues—Focus of discussion was to protect marketing dollars.
- TAC member appointments—Sean Becker said that new and reappointments would be announced soon. Kim Holzer stated that she is disappointed in the appointment process in that Mark Anderlik was notified after he traveled to Gardiner for this meeting that he would not be reappointed to the Council while Rhonda Fitzgerald and Bill McGladdery were notified several weeks ago that they would be reappointed.

Marketing Committee/Audits—Glenniss Indreland, Chair

The Marketing Committee recommended final approval for the following FY15 and FY16 audits:

Great Falls (FY15): Approval as submitted with uncommitted funds on hand of \$12,004.92.

Great Falls (FY16): Approval as submitted with uncommitted funds on hand of \$0.44.

Mark Anderlik moved to approve the recommendation. Brian Sprenger seconded. Motion passed.

Central Montana: Approval as submitted with uncommitted funds on hand of \$0.12.

Rhonda Fitzgerald moved to approve the recommendation. Mark Anderlik seconded. Motion passed.

Billings CVB: Approval as submitted with uncommitted funds on hand of \$51,587.90.

Tami Burke moved to approve the recommendation. Bill McGladdery seconded. Motion passed.

Yellowstone Country: Approval as submitted with uncommitted funds on hand of \$4,808.16.

Kim Holzer moved to approve the recommendation. Katie Grice seconded. Motion passed.

Missouri River Country: Approval as submitted with uncommitted funds on hand of \$0.37.

Kim Holzer moved to approve the recommendation. Brian Sprenger seconded. Motion passed.

Research Committee—Rhonda Fitzgerald, Chair

Rhonda reported that there were 28 new research projects proposed for FY18. The Committee met and narrowed that down to about 6 projects that will be reviewed further by ITRR to analyze the method of research needed and an associated cost for each project. The Committee will make a recommendation for research projects to the full Council in February 2017. Rhonda also announced that Dr. Norma Nickerson has been appointed to the Federal Reserve Bank Board of Directors.

Site Selection—Glenniss Indreland, Chair

Glenniss worked with Marysue Costello to review the TAC meeting location criteria. They developed new criteria will be used with the following philosophy: *"TAC meetings are a chance for tourism partners to build relationships, collaboration, camaraderie and team work with peers across the state in an enthusiastic way that is unique to the hospitality industry. This is an opportunity to learn about different characteristics, challenges and strengths of the host community and how tourism and other industries affect their way of life. The meeting is also intended to be an economic boost to a community, not a drain on resources. The preference is to alternate between eastern and western destinations and planned so that it is the opposite location of the spring Governor's Conference on Tourism & Recreation. Visiting towns with CVBs is beneficial to see the results of the lodging tax, grants and other state support in action. Occasionally, the TAC may recommend an under represented area for the purpose of discovery and support."*

The location selection guidelines will remain the same in that the TAC encourages meeting locations that support the Montana brand, the tourism and recreation strategic plan and rotate around the state. Glenniss also noted that with budget constraints, the TAC will continue to work with MOTBD to make the meetings more efficient and cost effective.

A request was made for the TAC to get a budget amount from MOTBD so that they have a better understanding of how much their meetings cost. Multiple requests were made regarding the possibility of reinstating the February meetings if there is not going to be a meeting at the annual Governor's Conference on Tourism & Recreation. Bill McGladdery stated that he would meet with Department of Commerce Deputy Director, Doug Mitchell and MOTBD Administrator Sean Becker to discuss these requests further.

Glenniss stated that the process would be for applications for locations to be submitted to MOTBD about 12-18 months in advance. Once MOTBD staff has reviewed to confirm that criteria have been met, the information would be sent to the TAC Executive Committee for review and selection and they would make a final recommendation to the full Council 9-12 months in advance of the meeting. MOTBD staff would handle logistics with the selected location. The TAC Chair and Vice-Chair would collaborate with MOTBD Administrator and/or Sales & Constituents bureau chief on the meeting agenda. The tentative agenda would be sent out 3-4 weeks prior to the meeting and the final agenda would be sent a minimum of two weeks before the meeting.

For the June 12-13, 2017 TAC meeting, the TAC Executive Committee recommended Havre.

Steve Wahrlich moved to approve the recommendation. Kim Holzer seconded. Motion passed.

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

Along with staff updates, Norma gave an overview of recent reports published by ITRR. For more information, visit <http://itr.UMT.edu/Publications/recent-findings.php>.

VOICES OF MONTANA TOURISM UPDATES—Dax Schieffer, Director, Voices of Montana Tourism

Dax gave an overview of the work and mission of Voices of Montana Tourism. They are focused on education and outreach to talk about the economic impact and the importance of tourism in Montana. For more information please visit <http://www.voicesoftourism.com/>.

MONTANA OFFICE OF TOURISM & BUSINESS DEVELOPMENT (MOTBD) UPDATE—Sean Becker, Administrator

Montana Office of Tourism & Business Development (MOTBD) updates were given. For more information on programs and resources through MOTBD, visit <http://marketmt.com/>.

UPCOMING TAC MEETINGS

- June 12-13, 2017—Havre

ADJOURNMENT

The meeting was adjourned at 12:00 p.m.