

TOURISM ADVISORY COUNCIL MEETING MINUTES
OCTOBER 6, 2015
WHITE SULPHUR SPRINGS, MT

COUNCIL MEMBERS PRESENT

Amber Wood-Jensen, Chair—Butte
Bill McGladdery, Vice Chair—Butte
Mark Anderlik—Missoula
Matt Ellis—Missoula

Rhonda Fitzgerald—Whitefish
Kim Holzer—Stanford
Glenniss Indreland—Big Sky

Stan Ozark—Glasgow
Dude Tyler—Livingston
Steve Wahrlich—Billings

COUNCIL MEMBERS NOT PRESENT

Cyndy Andrus—Bozeman
Bev Harbaugh—Jordan
Lark Paz—Crow Agency

MONTANA OFFICE of TOURISM STAFF

Sean Becker—Administrator, MTOTBD
Jeri Duran—Director of Sales & Constituent Services
Dan Iverson—Public Information Officer

Carmen Levick—Executive Assistant
Barb Sanem—Industry Program/Compliance Specialist
Julie Walker—Industry Marketing Coordinator

TUESDAY, OCTOBER 6, 2015

CALL TO ORDER, INTRODUCTIONS, NEW BUSINESS

Council Chair, Amber Wood-Jensen called the meeting of the Tourism Advisory Council (TAC) to order at 8:30 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 June 1-2, 2015 TAC Meeting Minutes
Glenniss Indreland moved to approve the minutes. Dude Tyler seconded. Motion passed.
- Approval of June 26, 2015 TAC Meeting via Conference Call Minutes
Mark Anderlik moved to approve the minutes. Kim Holzer seconded. Motion passed.

Request was made for minutes to be completed and distributed to the TAC sooner than is currently happening. MTOTBD staff agreed to honor that request.

ELECTION OF OFFICERS—Stan Ozark

The Nominating Committee recommended the nomination of Bill McGladdery to be the TAC Chair and for Glenniss Indreland to be the TAC Vice Chair.

Stan Ozark moved to accept the recommendation of the nominating committee. Rhonda Fitzgerald seconded. Motion passed.

PUBLIC COMMENT

No public comment was given.

COMMITTEE REPORTS BY RESPECTIVE CHAIRS

Marketing Committee—Glenniss Indreland, Chair

FY15 Audits

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

Central Montana: Approval as submitted with uncommitted funds on hand of \$0.43.

Amber Wood-Jensen moved to approve the recommendation. Dude Tyler seconded. Motion passed.

Glacier Country: Approval as submitted with uncommitted funds on hand of \$891.63.

Dude Tyler moved to approve the recommendation. Kim Holzer seconded. Motion passed.

Missouri River Country: Approval as submitted with uncommitted funds on hand of \$0.35.

Mark Anderlik moved to approve the recommendation. Dude Tyler seconded. Motion passed.

Yellowstone Country: Approval as submitted with uncommitted funds on hand of \$0.71.

Kim Holzer moved to approve the recommendation. Dude Tyler seconded. Motion passed.

Southeast Montana: Approval as submitted with uncommitted funds on hand of \$0.00.

Dude Tyler moved to approve the recommendation. Steve Wahrlich seconded. Motion passed.

Billings CVB: Approval as submitted with uncommitted funds on hand of \$41.27.

Matt Ellis moved to approve the recommendation. Mark Anderlik seconded. Motion passed.

Region/CVB Regulations Update

Suggested changes to the Region/CVB Regulations were presented. They are:

1. Page 6—Replace “representative” with “paid staff or board member”
2. Page 7—Add Joint Venture language back into the Regulations
 - The Department offers organizations the opportunity to partner in marketing projects (Joint Ventures) with the Department and other lodging facility use tax funded entities. Organizations shall request approval of a Joint Ventures budget from the Council at the time of the approval of the annual marketing plan. Projects that are decided upon after the approval of the annual marketing plan shall be funded through Opportunity Marketing, as a new project, or by transferring funds within the approved organization’s budget into their Joint Venture line item.
3. Page 10—Add language in Plan Review section
 - Funds will only be released upon approval of the marketing plan at the June Council meeting.
4. Page 10—Replace “See pages 20-24” with Section 12
 - Marketing Segments, Strategies, Methods and Budgets. See Section 12 for eligible marketing and administrative expenditures.
5. Page 11—Add language #6
 - Funds will only be released upon approval of the marketing plan at the June Council meeting.
6. Page 11—Replace “Cooperative” and “co-ops” with Joint Ventures
 - In what types of Joint Ventures with MTOT would you like to participate?
 - In what other types of Joint Ventures would you like to participate? (Regions/CVBs, etc.)
 - What types of Joint Ventures have you done in the past? Were they successful? Why or why not?
7. Page 14—Eligible Marketing Expense #5
 - What are the differences between Voices of Montana Tourism and Tourism Matters
 - Is Voices of Montana Tourism an eligible marketing expense—research
8. Page 15—Eligible Marketing Expense; add tips and set up assistance eligibility language
 - Gratuities/Tips: May be reimbursed only if necessary as part of method or project. Not for personal travel such as housekeeping, restaurants, luggage assistance.
 - Trade show set-up assistance but not luggage assistance.

9. Page 29—Marketing Segment: Film; delete co-op
 - Example: Trade show (MTOT Joint Venture Co-op)
10. Page 34—Trade show promotion; any “opt in” leads from shows attended with funding from the lodging facility use tax revenue shall be made available to lodging facilities within the identified geographic collection area if requested at no charge in the format currently available.

The committee will receive and review comments on the proposed changes and will have final recommendations for the April 2016 TAC meeting.

Research Committee—Bill McGladdery, Chair

Bill said that there were 17 research projects proposed for FY17. The Committee met and narrowed that down to about 7 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 at the April 2016 TAC meeting.

Community Outreach—Kim Holzer, Chair

Kim distributed a rough draft of the community outreach calendar. This is a reference guide to show the schedule for the Region and CVB board meetings as well as Chamber of Commerce and TBID meetings. TAC members are being encouraged to attend meetings outside of their regions to get a better perspective on what is happening in other areas of the state.

TOURISM KIN UPDATE—Rhonda Fitzgerald, Chair

Rhonda gave an update on the Main Street Montana Project Tourism KIN (Key Industry Network). The group is made up of 22 individuals from a variety of tourism related businesses including lodging, skiing, campgrounds, retail shops, restaurants, etc. The recommendations that the Tourism KIN group will be sending to Governor Bullock are:

- Further enhance the effectiveness of the Montana brand
- Ensure adequate workforce for the tourism industry
- Develop infrastructure to support tourism through stronger partnerships both within and outside the industry
- Protect the Montana tourism Resource and economic contribution by preserving significant tourism regions and areas

RETREAT RECAP—Bill McGladdery, Chair

Bill thanked everyone for participating and attending the TAC retreat which was held prior to the full Council meeting. Attendees included the TAC, the six Regional representatives and seven of the CVBs who were selected based on longevity and familiarity with the process. He said it was a small step for more collaboration between the TAC, Regions, CVBs and the State.

Questions were raised regarding the TAC responsibilities and roles. The TAC chair and vice-chair will work with MTOT Division Administrator Sean Becker to outline and better define the expectations for the Council.

UPCOMING TAC MEETINGS

- April, 2016—Kalispell (to be in conjunction with the Governor’s Conference on Tourism and Recreation).
Date and location TBD
- Suggestions for the June 2016 TAC meeting included Butte, Great Falls and Lewistown.

ADJOURNMENT

The meeting was adjourned at 10:45 a.m.