

**TOURISM ADVISORY COUNCIL MEETING
SUMMARY OF ACTION ITEMS
JUNE 13-14, 2022
Meeting Via Zoom and In-Person**

COUNCIL MEMBERS PRESENT (In-Person)

Rachel Gregg, Chair—Missoula	Rhonda Fitzgerald—Whitefish	Patricia McGlynn—Kalispell
Alicia Harvey, Vice-Chair—Bozeman	Nicolle Fugere—Fort Benton	Bill McGladdery—Butte
Lindzy Brunson--Kalispell	Katie Grice—Big Sky	Sabre Moore—Ekalaka
Chris Dantic—Glendive	Glenniss Indreland—Bozeman	Haylie Shipp—Glasgow
Jeff Ewelt—Billings	Mike Johnson—Butte	Steve Wahrlich—Billings

COUNCIL MEMBERS NOT PRESENT

Scott Collinsworth—Fort Peck	Nathan St. Goddard—Bozeman
Paul Makarechian—Bozeman	Lane Spotted Elk—Lame Deer

DEPT. OF COMMERCE (DOC) and BRAND MT STAFF

Scott Osterman—DOC Director	Barb Sanem—Compliance Specialist
Jenny Pelej—Brand MT Division Administrator	Carmen Levick—Tourism Outreach Specialist
Jan Stoddard—MTOT Bureau Chief	Haley Walter—Marketing Campaign Manager
Alana Cunningham—Public Relations Specialist	Nicole Gonzalez—Earned Media
Allison Whitmer—Film Commissioner	Susan Joy—Made in Montana Program Manager
Anna Marie Moe—Operations Bureau Chief	Kim Birrell—International Travel Trade Manager

MONDAY, JUNE 13, 2022

Council Chair Rachel Gregg called the meeting of the Tourism Advisory Council (TAC) to order at 8:03 a.m.

ACTION ITEMS:

Consent Agenda:

- Approval of the February 7, 2022 TAC Meeting Minutes
- TAC Member Roundtable Notes

Rhonda Fitzgerald moved to adopt the consent agenda. Katie Grice seconded.

Rachel Gregg stated that she would like to remove the TAC Member Roundtable Notes from the Consent agenda for discussion. **The remainder of the consent agenda was adopted.**

TAC Member Roundtable Notes

Rachel asked that the TAC Member Roundtable Notes be amended to include items submitted by TAC member Patricia McGlynn as they were inadvertently not added to the document. **Rhonda Fitzgerald moved to accept this amendment. Katie Grice seconded. Motion passed.**

FY23 Region/CVB Marketing Plan/Budget Presentations:

Marketing Committee Chair Alicia Harvey said that the Marketing Committee recommended final approval of the following audits as submitted and/or amended.

Glacier Country—**Katie Grice moved to accept the recommendation of the Marketing Committee for final approval of Glacier Country's plan submitted with a budget of \$4,500,000. Lindzy Brunson seconded. Motion passed.**

Kalispell CVB—**Bill McGladdery moved to accept the recommendation of the Marketing Committee for final approval of Kalispell CVB's plan as submitted with a budget of \$258,000. Katie Grice seconded. Motion passed.**

Missoula CVB—Glenniss Indreland moved to accept the recommendation of the Marketing Committee for final approval of Missoula CVB’s plan as submitted with a budget of \$452,945. Sabre Moore seconded. Rachel Gregg abstained. Motion passed.

Whitefish CVB—Bill McGladdery moved to accept the recommendation of the Marketing Committee for final approval of Whitefish CVB’s plan as submitted with a budget of \$250,000. Jeff Ewelt seconded. Rhonda Fitzgerald abstained. Motion passed.

Missouri River Country—Rhonda Fitzgerald moved to accept the recommendation of the Marketing Committee for final approval of Missouri River Country’s plan as submitted with a budget of \$213,027. Mike Johnson seconded. Motion passed.

Southwest Montana—Chris Dantic moved to accept the recommendation of the Marketing Committee for final approval of Southwest Montana’s plan as submitted with a budget of \$851,834. Sabre Moore seconded. Motion passed.

Butte CVB—Katie Grice moved to accept the recommendation of the Marketing Committee for final approval of Butte CVB’s plan as submitted with a budget of \$184,200. Rachel Gregg seconded. Motion passed.

Dillon CVB—Sabre Moore moved to accept the recommendation of the Marketing Committee for final approval of Dillon CVB’s plan as submitted with a budget of \$57,900. Jeff Ewelt seconded. Motion passed.

Helena CVB—Jeff Ewelt moved to accept the recommendation of the Marketing Committee for final approval of Helena CVB’s plan as submitted with a budget of \$140,000. Lindzy Brunson seconded. Motion passed.

Central Montana—Chris Dantic moved to accept the recommendation of the Marketing Committee for final approval of Central Montana’s plan as submitted with a budget of \$465,506. Sabre Moore seconded. Motion passed.

Great Falls CVB—Chris Dantic moved to accept the recommendation of the Marketing Committee for final approval of Great Falls CVB’s plan as submitted with a budget of \$176,000. Sabre Moore seconded. Motion passed.

Meeting recessed at 5:45 p.m.

TUESDAY, JUNE 14, 2022

Council Chair Rachel Gregg called the meeting of the Tourism Advisory Council (TAC) to order at 8:04 a.m.

ACTION ITEMS:

Yellowstone Country—Rhonda Fitzgerald moved to accept the recommendation of the Marketing Committee for final approval of Yellowstone Country’s plan as submitted with a budget of \$3,717,665. Katie Grice seconded. Motion passed.

Belgrade CVB—Bill McGladdery moved to accept the recommendation of the Marketing Committee for final approval of Belgrade CVB’s plan as submitted with a budget of \$79,456. Jeff Ewelt seconded. Motion passed.

Big Sky CVB—Rhonda Fitzgerald moved to accept the recommendation of the Marketing Committee for final approval of Big Sky CVB’s plan as submitted with a budget of \$603,746. Sabre Moore seconded. Motion passed.

Bozeman CVB—Glenniss Indreland moved to accept the recommendation of the Marketing Committee for final approval of Bozeman CVB’s plan as submitted with a budget of \$631,989. Katie Grice seconded. Motion passed.

Gardiner CVB—Sabre Moore moved to accept the recommendation of the Marketing Committee for final approval of Gardiner CVB’s plan as submitted with a budget of \$130,810. Bill McGladdery seconded. Motion passed.

Livingston CVB—Rhonda Fitzgerald moved to accept the recommendation of the Marketing Committee for final approval of Livingston CVB’s plan as submitted with a budget of \$62,019. Lindzy Brunson seconded. Motion passed.

Red Lodge CVB—Katie Grice moved to accept the recommendation of the Marketing Committee for final approval of Red Lodge CVB’s plan as submitted with a budget of \$55,618. Bill McGladdery seconded. Motion passed.

West Yellowstone CVB—Patricia McGlynn moved to accept the recommendation of the Marketing Committee for final approval of West Yellowstone CVB’s plan as submitted with a budget of \$526,605. Glenniss Indreland seconded. Motion passed.

Southeast Montana—Chris Dantic moved to accept the recommendation of the Marketing Committee for final approval of Southeast Montana’s plan as submitted with a budget of \$845,331. Glenniss Indreland seconded. Jeff Ewelt and Sabre Moore abstained. Motion passed.

Billings CVB—Chris Dantic moved to accept the recommendation of the Marketing Committee for final approval of Billings CVB’s plan as submitted with a budget of \$462,465. Lindzy Brunson seconded. Motion passed.

Glendive—Rachel Gregg moved for the TAC to officially recognize Glendive’s CVB eligibility as a TAC approved DMO. Rhonda Fitzgerald seconded. Chris Dantic abstained. Motion passed.

Glendive—Jeff Ewelt moved to accept the recommendation of the Marketing Committee for final approval of Glendive CVB’s plan as submitted with a budget of \$28,917. Sabre Moore seconded. Chris Dantic abstained. Motion passed.

Miles City CVB—Glenniss Indreland moved to accept the recommendation of the Marketing Committee for final approval of Miles City CVB’s plan as submitted with a budget of \$44,584. Patricia McGlynn seconded. Motion passed.

ADJOURNMENT

The meeting was adjourned at 1:01 p.m.