



# COMMERCE

## TOURISM ADVISORY COUNCIL MEETING MINUTES CONDUCTED VIA ZOOM

FEBRUARY 4, 2025, 9:00 A.M.

**\*\*\*TAC APPROVED DURING JUNE 3-4, 2025, MEETING\*\*\***

### **COUNCIL MEMBERS PRESENT:**

Sabre Moore, Chair—Ekalaka  
Joan E. Kronebusch, Vice-Chair—Conrad  
Alicia Harvey—Bozeman  
Brooke Erb—Dillon  
Erin Kennedy—Billings  
Lailani Upham—Browning  
Lisa Koski—Glasgow

### **COUNCIL MEMBERS NOT PRESENT:**

Matt Gebo—Whitefish

### **DEPARTMENT OF COMMERCE STAFF:**

Jenny Pelej—Destination MT Division Administrator  
Brenda Elias—Commerce Chief Legal Counsel  
Barb Sanem—Industry Compliance Specialist  
Alana Cunningham—Comms & Program Outreach Supervisor  
Allison Whitmer—Film Commissioner  
Anna Marie Moe—Deputy Division Administrator  
AshLy Tubbs—Tourism Outreach Coordinator  
Katie Felde—Marcomm Operations Coordinator  
Kevann Campbell—Media Incentive & Grant Specialist  
Lisa Troyer—Tourism Grants Program Administration Supervisor  
Pat Doyle—Marketing Director  
Rachelle Brown—Tribal Tourism Officer  
Susan Joy—Made in Montana Program Specialist & Agritourism Grant Administrator  
Taylor Tidwell—RAP/RLF/Resiliency Program Specialist

### **Tuesday, February 4, 2025**

**0:38 Chair Sabre Moore called the meeting to order at 9:04 a.m.**

**1:06 Chair Sabre Moore called the roll for Board Members.**

**1:50 Chair Sabre Moore introduced three new TAC Board Members**

Erin Kennedy has been appointed to serve a 3-year term, and she serves as Member At Large.

Lailani Upham has been appointed to serve a 3-year term, and she is the Private Sector Tribal Representative.

Lisa Koski has been appointed to serve a 3-year term, and she represents Missouri River Country.

### **5:50 Approval of Minutes**

Alicia Harvey moved to accept the approval of October 9, 2024, TAC Meeting Minutes. Joan E. Kronebusch Seconded the motion. Motion passed.

### **7:09 Public Comment**

Rebecca Engum with Central Montana shared that Central Montana has hired Avery Hughes to fill the Tourism Director position.

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## Committee Reports

**11:57** Executive Committee Report—Alicia Harvey

Thanked outgoing TAC Members Paul Makarechian, Haylie Shipp and Mike Johnson for their three years of service on the TAC.

**15:35** Rules & Procedures Committee—Joan E. Kronebusch Committee Chair

Committee on pause until after the Legislative Session for any changes to processes

**16:16** Montana Heritage Commission (MHC) Report—Dr. Sabre Moore, TAC Representative

**20:10** Tribal Tourism Committee—Lailani Upham, Chair

No report

**21:30** DMO Roundtable Dialogue—Dr. Sabre Moore, Chair

Joan E. Kronebusch moved to approve the FY24 DMO Evaluation reports as submitted. Erin Kennedy Seconded the motion. Motion passed.

## 2:41:55 TAC Research Committee

- ITRR Project Selections—Dr. Melissa Weddell, ITRR Director and Dr. Sabre Moore, Committee Chair

Alicia Harvey moved to approve the Committee recommendations of the ITRR FY26 Proposed Projects and budget. Joan E. Kronebusch seconded the motion. Motion passed.

## 2:49:11 Destination MT—Anna Marie Moe, Acting Division Administrator

## FY24 Audit and FY25 Budget Increase Approvals

### 2:59:09 FY24 Audit Approvals

Action: Consider a motion to approve FY24 Audits.

- Central Montana audit with \$0.42 remaining in Uncommitted Tax Funds on Hand.
- Glacier Country Montana audit with \$0.00 remaining in Uncommitted Tax Funds on Hand.
- Southwest Montana audit with \$0.00 remaining in Uncommitted Tax Funds on Hand.
- Belgrade DMO audit with \$0.10 remaining in Uncommitted Tax Funds on Hand.
- Visit Big Sky audit with \$0.03 remaining in Uncommitted Tax Funds on Hand.
- Bozeman DMO audit with \$0.11 remaining in Uncommitted Tax Funds on Hand.
- Gardiner DMO audit with \$0.24 remaining in Uncommitted Tax Funds on Hand.
- Glendive DMO audit with \$0.55 remaining in Uncommitted Tax Funds on Hand.
- Havre DMO audit with \$0.90 remaining in Uncommitted Tax Funds on Hand.
- Helena DMO audit with \$0.54 remaining in Uncommitted Tax Funds on Hand.
- Livingston DMO audit with \$0.28 remaining in Uncommitted Tax Funds on Hand.
- West Yellowstone DMO audit with \$0.78 remaining in Uncommitted Tax Funds on Hand.

Brooke Erb moved to approve the FY24 audits as submitted. Erin Kennedy seconded the motion. Motion passed.

### 3:06:51 Butte DMO Audit

- Butte DMO did not seek bids or RFPs for services provided. Erin Kennedy moved to approve the Butte audit with the stipulation that a letter from the TAC Chair be written to the DMO's Board President stating the DMO was out of compliance with the Rules & Procedures and corrective action needs to be taken for current agencies with \$0.79 remaining in Uncommitted Tax Funds on Hand. Lailani Upham seconded the motion. Motion passed.

### 3:19:02 FY25 Budget Increase Approvals

Action: Consider a motion to approve FY25 Budget increases

- Central Montana's request to increase their FY25 budget \$68,653 using Uncommitted funds from the audit. The total budget increases to \$590,815

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- Visit Big Sky's request to increase their FY25 budget \$339,923 using Uncommitted funds from the audit. The total budget increases to \$1,276,601
- Bozeman DMO's request to increase their FY25 budget \$41,954 using Uncommitted funds from the audit. The total budget increases to \$724,116
- Butte DMO's request to increase their FY25 budget \$15,295 using Uncommitted funds from the audit. The total budget increases to \$207,142
- Gardiner DMO's request to increase their FY25 budget \$18,123 using Uncommitted funds from the audit. The total budget increases to \$103,512
- Glendive DMO's request to increase their FY25 budget \$2,249 using Uncommitted funds from the audit. The total budget increases to \$32,690
- Helena DMO's request to increase their FY25 budget \$13,910 using Uncommitted funds from the audit. The total budget increases to \$202,910
- Livingston DMO's request to increase their FY25 budget \$13,420 using Uncommitted funds from the audit. The total budget increases to \$79,529

Lisa Koski moved to approve the FY25 Budget increases as submitted. Brooke Erb seconded the motion. Motion passed.

### **3:27:40 Requests to add new Allowable Methods to the FY25 Budget**

- Belgrade DMO  
Increase their FY25 budget \$105,366 using Uncommitted funds from the audit. The total budget increases to \$193,682.  
Add four new Allowable Methods to their Budget.  
Paid Media for \$25,000  
Agency Services for \$59,000  
Education/Outreach for \$2,500  
Website Development for \$15,366

Lailani Upham moved to approve the FY25 Budget increases and addition of Allowable Methods as submitted. Alicia Harvey seconded the motion. Motion passed.

- Discover Anaconda  
Approval to add Visitor Services to their previously approved FY25 budget.

Alicia Harvey moved to approve the addition of the Allowable Method as submitted. Lisa Koski seconded the motion. Motion passed.

### **3:33:14 Voices of Montana Tourism**

- Legislative Update, Dax Schieffer, Voices of Montana Tourism

### **3:53:50 TAC Action Items**

- Future Meetings  
June 3-4, 2025, Glasgow  
October 7-8, 2025, Location TBD  
February 3, 2026, Virtual

### **3:57:48 Adjourn**

Joan E. Kronebusch moved to adjourn. Brooke Erb seconded the motion. Motion passed.