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| **TOURISM ADVISORY COUNCIL MEETING SUMMARY OF ACTION ITEMS**  **JUNE 4-5, 2024**  **Meeting Via Zoom and In-Person** |
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| **COUNCIL MEMBERS PRESENT**  Alicia Harvey, Chair—Bozeman  Mike Johnson, Vice-Chair—Butte  Haylie Shipp—Glasgow  Joan E. Kronebusch—Conrad  Matt Gebo—Whitefish  Sabre Moore—Ekalaka  **COUNCIL MEMBERS NOT PRESENT**  Nathan St. Goddard—Browning  Paul Makarechian—Bozeman  **DEPT. OF COMMERCE (DOC) and DESTINATION MT STAFF**  Jamey Petersen—Director of Tourism  Jennifer Pelej—Destination MT Division Administrator  Susan Joy—Made in Montana Program Manager  Rachel Mullen—Tourism Outreach Coordinator  Alana Cunningham—Public Relations Specialist  Todd Jackson—Marketing/Public Relations Specialist  Barb Sanem—Compliance Specialist  Rachelle Brown—Tribal Tourism Officer  Patrick Holland-Stergar—Tourism Data Analyst  **DEPT. OF COMMERCE (DOC) and DESTINATION MT STAFF - VIRTUAL**  Mandy Rambo—DOC Deputy Director  Anna Marie Moe—Deputy Division Administrator  Mitch Staley—Marketing and Communications Director  Katie Felde—Marketing and Communications Operations Coordinator  Olivia McManus—Tourism Systems Support  Kim Birrell—Travel Trade Manager  Rachel Mullen—Tourism Grant Program Specialist  Taylor Tidwell—Tourism Outreach Coordinator  Beth Storey—Tourism Investment Coordinator  Michele Cushman—Tourism Grant Program Director  **PUBLIC - VIRTUAL**   |  |  |  | | --- | --- | --- | | Lorraine Roach | Brandon Pendergast | Allison Robertson | | Laura Mitchell | Ruby Evans | Rachel Shouse | | Daryl Schliem | Brian Gebhart | Kika Bradford | | Tyson Hudock | Briana Wolfe | Debbie Picard | | Kris King | Taylar Robbins | Terra Burman | | Jenna Boltz | Brittany Bermes | Ashley Fulton | | Addie Palin | Erika Rodriguez |   Terese Petcoff |

TUESDAY, JUNE 4, 2024

Council Chair Alicia Harvey called the meeting of the Tourism Advisory Council (TAC) to order at 11:00 a.m.

ACTION ITEMS:

7:07 Consent Agenda:

* Approval of Minutes: February 6, 2024, TAC Meeting Minutes
* Approval of Minutes: March 9, 2024, Virtual TAC Meeting Minutes
* Approval of Minutes: May 9, 2024, Virtual TAC Meeting Minutes
* Changes to the agenda
* Recognition of Eligibility for New DMOs

Approval of the February 6, 2024, TAC Meeting Minutes, March 9, 2024, Virtual TAC Meeting Minutes, and May 9, 2024, Virtual TAC Meeting Minutes

Alicia Harvey and Sabre Moore moved to accept the approval of the February 6, 2023, March 9, 2024, and May 9, 2024 TAC Meeting Minutes. Joan Kronebusch seconded. Motion passed.

Changes to the Agenda

None

19:46 Recognition of Eligibility for New DMOs:

Marketing Committee Chair Mike Johnson recommended the full Council formally recognize one DMOs —Sidney, MT **Sabre Moore moved to formally recognize Sidney as an eligible DMO. Haylie Shipp seconded the motion. Motion passed**.

1:46:19 *Southeast Montana*—Joan Kronebusch moved to approve the recommendation from the Marketing Committee for final approval of Southeast Montana, Visit Billings, Glendive, and Miles City plans and budgets as submitted. Haylie Shipp seconded the motion. Motion passed.

* Southeast Montana with a budget of $957,378
* Visit Billings with a budget of $536,190
* Glendive with a budget of $30,441
* Miles City with a budget of $48,296

2:25:36

3:19:48 *Missouri River Country*—Matt Gebo moved to approve the recommendation from the Marketing Committee for final approval of Missouri River Country and Sidney plans and budgets as submitted. Joan Kronebusch seconded the motion. Motion passed.

* Missouri River Country with a budget of $126,911
* Sidney with a budget of $18,332

3:20:36

4:01:46 *Central Montana*—Matt Gebo moved to approve the recommendation from the Marketing Committee for final approval of Central Montana, Great Falls, and Havre plans and budgets as submitted. Joan Kronebusch seconded the motion. Motion passed.

* Central Montana with a budget of $522,162
* Great Fall with a budget of $215,524
* Havre with a budget of $19,944

4:03:29 *Southwest Montana*—

* Helena with a budget of $189,000
* Butte with a budget of $196,736

Sabre Moore motioned for the meeting to adjourn. Haylie Shipp seconded. Meeting recessed at 3:50 p.m.

WEDNESDAY, JUNE 5, 2024

Council Chair Alicia Harvey called the meeting of the Tourism Advisory Council (TAC) to order at 8:00 a.m.

ACTION ITEMS:

4:15 Day 2 Part 1 *Southwest Montana Continued*—Sabre Moore moved to approve the recommendation from the Marketing Committee for final approval of Southwest Montana, Helena, Butte, Anaconda, and Dillon plans and budgets as submitted. Alicia Harvey seconded the motion. Motion passed.

* Anaconda with a budget of $32,940
* Dillon with a budget of $42,060
* Southwest Montana with a budget of $1,029,797

37:41 Day 2 Part 2 *Yellowstone Country*—Haylie Shipp moved to approve the recommendation from the Marketing Committee for final approval of Yellowstone Country, West Yellowstone, Big Sky, Belgrade, Bozeman, Livingston, Gardiner, and Red Lodge plans and budgets as submitted. Joan Kronebusch seconded the motion. Motion passed.

* Yellowstone Country with a budget of $4,000,000
* West Yellowstone with a budget of $452,924
* Big Sky with a budget of $936,678
* Belgrade with a budget of $88,316
* Bozeman with a budget of $682,162
* Livingston with a budget of $66,109
* Gardiner with a budget of $85,385
* Red Lodge with a budget of $51,400

2:40:30 Day 2 Part 2 *Glacier Country*— Joan Kronebusch moved to approve the recommendation from the Marketing Committee for final approval of Glacier Country, Whitefish, Colombia Falls, Kalispell, and Missoula plans and budgets as submitted. Matt Gebo seconded the motion. Motion passed.

* Glacier Country with a budget of $4,975,000
* Whitefish with a budget of $266,000
* Colombia Falls with a budget of $38,916
* Kalispell with a budget of $235,000
* Missoula with a budget of $481,809

ADJOURNMENT

Joan Kronebusch moved that the meeting be adjourned. Sabre Moore Seconded. Motion passed.

The meeting adjourned at 12:27 p.m.

*Alicia Harvey recognized and announced the technical difficulties that were had that did not allow for the meeting to be viewed remotely VIA Zoom. Recognized that the meeting was recorded and will be posted publicly. Public comment can be sent VIA email to* [*aburrows@mt.gov*](mailto:aburrows@mt.gov)*.*