



## COMMERCE

### TOURISM ADVISORY COUNCIL MEETING MINUTES COTTONWOOD INN, GLASGOW AND VIA ZOOM JUNE 3 – 4, 2025

#### **COUNCIL MEMBERS PRESENT**

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

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

Erin Kennedy—Billings

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

Barb Sanem—Industry Compliance Specialist  
Lisa Troyer—Tourism Director  
Rachelle Brown—Tribal Tourism Officer  
Todd Jackson—Communication Coordinator

#### **DEPARTMENT OF COMMERCE (DOC) and DESTINATION MT STAFF - VIRTUAL**

Mandy Rambo—DOC Deputy Director  
Patrick Quinn—Commerce Legal Counsel  
Jennifer Pelej—Destination MT Division Administrator  
Mitch Staley—Chief Marketing Officer  
Anna Marie Moe—Deputy Division Administrator  
Allison Whitmer—Film Commissioner  
Pat Doyle—Creative Director  
Amanda Wilkey—Tourism Promotion Liaison  
Katie Felde—Marcomm Operations Coordinator  
Kevann Campbell—Media Incentive & Grant Specialist  
Rachel Mullen—Tourism Grant Program Specialist  
Susan Joy—Made in Montana Program Specialist & Agritourism Grant Administrator  
Taylor Tidwell—RAP/RLF/Resiliency Program Specialist

#### **TUESDAY, JUNE 3, 2025**

**00:00 Chair Dr. Sabre Moore called the meeting to order at 9:04 a.m.**

**00:13 Chair Dr. Sabre Moore called the roll for Board Members.**

#### **01:10 Public Comment**

Alicia Harvey TAC Member reported she is serving on a search committee for Montana State University's (MSU) Jake Jabs College of Business and Entrepreneurship, to hire a tenure track business hospitality professor and professor of a hospitality program. There are two tracks at MSU for hospitality and tourism. One for sustainable tourism through the College of Education Health and Human Services, and the other is business focused and includes Economics, accounting, calculus, and hospitality classes.

#### **02:57 Approval of Minutes**

Joan E. Kronebusch moved to accept the approval of February 4, 2025, TAC Meeting Minutes. Alicia Harvey Seconded the motion. Motion passed.



## Department of Commerce

**04:09** Legislative Summary—Mandy Rambo, DOC Deputy Director

SB409 was discussed and how the changes affect the way Commerce can spend its funds. It directs some funding to domestic violence and human trafficking situations and expands the program created in 2023. Commerce continues the search for a new Commerce Director.

**09:15** Commerce Marketing Update—Mitch Staley, Chief Marketing Officer Communications

The new Montana Brand was launched at the Bucking Horse Sale in Miles City, May 16<sup>th</sup>. The branded Montana pickup truck will tour the state. An in-state radio giveaway will occur for each of the seven regions.

**21:00** DMO Audit Process Update—Barb Sanem, Industry Compliance Specialist, Commerce

Commerce is completing the process to hire an agency to do the DMO annual audits. Eide Bailly has been selected. They are based in Denver with an office in Billings. They will begin with the FY25 DMO audits.

## Committee Reports

**25:23** Executive Committee—Dr. Sabre Moore, TAC Chair

Thank you for your service to the Council Members whose terms are ending

**26:32** Montana Heritage Commission (MHC)—Dr. Sabre Moore

Several projects in the works, legislative update

**29:13** Research Committee—Dr. Sabre Moore

Budget reduction due to legislative changes and cancelled federal government funding. Will continue to be committed to high quality research.

**42:10** Tribal Tourism—Lailani Upham

Commerce has awarded about 17 grant awards for tribal tourism small businesses along with a tribal historic preservation grant and event sponsorship to tribal governments.

**44:57** Rules & Procedures--Joan E. Kronebusch

Rules & Procedures committee will be working on updates now that the legislative session is over.

## Recognition of Eligibility for Glasgow DMO

Glasgow has met the requirements to become eligible to have a DMO.

**46:15** Joan E. Kronebusch moved to formally recognize the Glasgow Area Chamber of Commerce and Agriculture as the organization to receive the Lodging Facility Use Tax funds. Lailani Upham Seconded the motion. Lisa Koski abstained. Motion passed.

## FY26 DMO Plan Presentations

**47:39** The Marketing Committee has reviewed the twenty-eight FY26 DMO plans and are recommending final approval as submitted by the full Council.

**49:32** Yellowstone Country - with a budget of \$3,881,340

**1:02:46** Belgrade DMO - with a budget of \$130,583

**1:13:48** Visit Big Sky - with a budget of \$1,019,479

**1:25:06** Bozeman DMO - with a budget of \$681,742

**1:39:02** Livingston DMO - with a budget of \$67,802

**1:49:54** Gardiner DMO - with a budget of \$108,076

**1:55:13** Red Lodge DMO - with a budget of \$46,821

**2:01:34** West Yellowstone DMO - with a budget of \$401,831

**2:12:17** Dr. Sabre Moore moved to recommend final approval of the FY26 Yellowstone Country, Belgrade DMO, Visit Big Sky, Bozeman DMO, Gardiner DMO, Livingston DMO, Red Lodge DMO,



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and West Yellowstone DMO Plans and Lodging Facility Use Tax budgets as submitted. Brooke Erb Seconded the motion. Motion passed.

**2:15:03** Glacier Country - with a budget of \$4,000,000

**2:40:33** Whitefish DMO - with a budget of \$270,045

**2:59:19** Columbia Falls DMO – with a budget of \$35,579

**3:09:17** Kalispell DMO - with a budget of \$220,616

**3:16:49** Destination Missoula - with a budget of \$534,815

**3:37:08** Joan E. Kronebusch moved to recommend final approval of the FY26 Columbia Falls DMO, Kalispell DMO, Destination Missoula, Plans and Lodging Facility Use Tax budgets as submitted.

**3:40:02** Southwest Montana - with a budget of \$1,043,815

**4:01:38** Helena DMO - with a budget of \$184,555

**4:06:40** Butte DMO - with a budget of \$194,319

**4:14:43** Anaconda DMO – with a budget of \$27,892

**4:23:07** Dillon DMO – with a budget of \$39,839

**4:32:56** Dr. Sabre Moore moved to recommend final approval of the FY26 Southwest Montana, Helena DMO, Butte DMO, Anaconda DMO, Dillon DMO, Plans and Lodging Facility Use Tax budgets as submitted. Lisa Koski seconded the motion. Motion passed.

**4:38:04** Missouri River Country - with a budget of \$132,418

**4:48:57** Glasgow DMO – with a budget of \$20,117

**5:00:19** Sidney DMO - with a budget of \$19,388

**5:04:30** Brooke Erb moved to recommend final approval of the FY26 Missouri River Country, Glasgow DMO, and Sidney DMO Plans and Lodging Facility Use Tax budgets as submitted. Lailani Upham seconded the motion. Motion passed. Lisa Koski abstained from the Glasgow DMO vote.

### WEDNESDAY, JUNE 4, 2025

**00:03** Chair Dr. Sabre Moore called the meeting to order at 9:04 a.m.

#### FY26 DMO Plan Presentations

**01:02** Central Montana - with a budget of \$534,939

**12:27** Great Falls DMO - with a budget of \$242,608

**21:53** Havre DMO - with a budget of \$25,353

**30:17** Lailani Upham moved to recommend final approval of the FY26 Central Montana, Great Falls DMO, and Havre DMO Plans and Lodging Facility Use Tax budgets as submitted. Lisa Koski seconded the motion. Motion passed.

**31:40** Visit Southeast Montana - with a budget of \$1,103,722

**44:29** Glendive DMO – with a budget of \$30,372

**1:00:57** Miles City DMO - with a budget of \$48,182

**1:11:11** Visit Billings - with a budget of \$522,213

**1:23:21** Lisa Koski moved to recommend final approval of the FY26 Southeast Montana, Glendive DMO, and Miles City, and Visit Billings DMO Plans and Lodging Facility Use Tax budgets as submitted. Brooke Erb seconded the motion. Motion passed. Dr. Sabre Moore abstained from the Southeast Montana vote.

**1:26:21** Meeting adjourned.