

 **COMMERCE****TOURISM ADVISORY COUNCIL MEETING MINUTES
CONDUCTED VIA ZOOM
OCTOBER 9, 2024 8:00 A.M.****COUNCIL MEMBERS PRESENT:**

Sabre Moore, Chair—Ekalaka
Joan E. Kronebusch, Vice-Chair—Conrad
Brooke Erb—Dillon
Matt Gebo—Whitefish
Alicia Harvey—Bozeman

COUNCIL MEMBERS NOT PRESENT:

Paul Makarechian—Bozeman
Haylie Shipp—Glasgow
Nathan St. Goddard—Browning

DEPARTMENT OF COMMERCE STAFF:

Mandy Rambo—Deputy Director
Jenny Pelej—Destination MT Division Administrator
Brenda Elias—Director's Office Attorney
Barb Sanem—Industry Compliance Specialist
Alana Cunningham—Marketing, Communications & Events Planner
Susan Joy—Business Development Specialist
Rachel Mullen—Tourism Grant Program Specialist
Alex Burrows—Marketing & Operations Support
Beth Storey—Tourism Investment Coordinator
AshLy Tubbs—Tourism Outreach Coordinator
Taylor Tidwell—Tourism Outreach Coordinator
Anna Marie Moe—Deputy Division Administrator
Kev Campbell—Media Incentive & Grant Specialist
Laura Benedict—Office Coordinator
Todd Jackson—Communication Coordinator

Wednesday, October 9, 2024

1:29 Chair Harvey called the meeting to order at 8:07 a.m.

2:53 Chair Harvey called the roll for Board Members.

3:50 Department of Commerce Deputy Director Mandy Rambo thanked outgoing TAC Member Mike Johnson for his three years of service on the TAC, welcomed new TAC member Brooke Erb, and reappointed member Nathan St. Goddard

7:08 Introduction of appointed TAC Member

Brooke Erb has been appointed to serve a 3-year term and she represents the Southwest Montana Tourism Region.

12:48 Public Comment

Rebecca Engum stated that Central Montana went through an RFP Process to hire a management agency. Great Falls Montana Tourism was selected as the management agency.

TAC Committee Reports

17:10 Montana Heritage Commission (MHC) Report—Dr. Sabre Moore, TAC Representative for MHC

17:55 Tribal Tourism Committee—no report

18:40 Rules and Procedures—Joan E. Kronebusch, Committee Chair

20:16 Legislative Committee—Alicia Harvey

22:08 Approval of Minutes

Joan E. Kronebusch moved to accept the approval of the June 4-5, 2024 TAC Meeting Minutes. Sabre Moore Seconded. Motion passed.

TAC Committee Reports continued

24:45 DMO Audits and Budget Adjustments, Alicia Harvey

- Action: Consider a motion to approve FY24 audits
 - Missouri River Country
Joan E. Kronebusch moved for approval of the FY 24 Missouri River Country audit as submitted with \$0.03 remaining in Uncommitted Tax Funds on Hand. Sabre Moore seconded the motion. Motion carried.
 - Visit Southeast Montana
Sabre Moore moved for approval of the FY 24 Visit Southeast Montana audit as submitted with audit with \$0.42 remaining in Uncommitted Tax Funds on Hand. Joan E. Kronebusch seconded the motion. Motion carried.
 - Yellowstone Country
Joan E. Kronebusch moved for approval of the FY 24 Yellowstone Country audit as submitted with \$0.39 remaining in Uncommitted Tax Funds on Hand. Sabre Moore seconded the motion. Motion carried.
 - Discover Anaconda
Matt Gebo moved for approval of the FY 24 Discover Anaconda audit as submitted with \$0.00 remaining in Uncommitted Tax Funds on Hand. Joan E. Kronebusch seconded the motion. Motion carried.
 - Visit Billings
Sabre Moore moved for approval of the FY 24 Visit Billings audit as submitted with \$0.53 remaining in Uncommitted Tax Funds on Hand. Joan E. Kronebusch seconded the motion. Motion carried.
 - Columbia Falls DMO
Matt Gebo moved for approval of the FY 24 Columbia Falls DMO audit as submitted with \$0.50 remaining in Uncommitted Tax Funds on Hand. Joan E. Kronebusch seconded the motion. Motion carried.
 - Dillon DMO
Brooke Erb moved for approval of the FY 24 Dillon DMO audit as submitted with \$0.83 remaining in Uncommitted Tax Funds on Hand. Matt Gebo seconded the motion. Motion carried.
 - Great Falls DMO
Joan E. Kronebusch moved for approval of the FY 24 Great Falls DMO audit as submitted with \$0.77 remaining in Uncommitted Tax Funds on Hand. Matt Gebo seconded the motion. Motion carried.
 - Kalispell DMO
Brooke Erb moved for approval of the FY 24 Kalispell DMO audit as submitted with \$0.21 remaining in Uncommitted Tax Funds on Hand. Sabre Moore moved seconded the motion. Motion carried.
 - Destination Missoula
Matt Gebo moved for approval of the FY 24 Destination Missoula audit as submitted with \$0.48 remaining in Uncommitted Tax Funds on Hand. Joan E. Kronebusch seconded the motion. Motion carried.

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- Red Lodge DMO
Joan E. Kronebusch moved for approval of the FY 24 Red Lodge DMO audit as submitted with \$0.31 remaining in Uncommitted Tax Funds on Hand. Matt Gebo seconded the motion. Motion carried.
- Whitefish DMO
Joan E. Kronebusch moved for approval of the FY 24 Whitefish DMO audit as submitted with \$0.63 remaining in Uncommitted Tax Funds on Hand. Brooke Erb seconded the motion. Motion carried.
- Miles City DMO
*There is one item for the Council to consider before making a motion. The Miles City DMO paid one vendor for two projects that were each under the \$5,000 requirement for seeking bids. The total paid to the vendor was \$9,500 for services provided. Does this exceed the exemption for seeking bids for goods and services? Bids or RFPs are required for services between \$5,001 - \$25,000.
There was discussion regarding the issue. Sabre Moore moved for approval of the FY 24 Miles City DMO audit as submitted with \$43.13 remaining in Uncommitted Tax Funds on Hand. Brooke Erb seconded the motion. Motion carried.*

1:34:43 DMO Audits and Budget Adjustments, Alicia Harvey

- Action: Consider a motion to approve FY25 Budget increases
 - Missouri River Country
Matt Gebo moved for approval for Missouri River Country to increase their FY25 budget \$56,746 using Uncommitted funds from the audit. The total budget increases to \$183,657. Sabre Moore seconded the motion. Motion carried.
 - Southeast Montana
Sabre Moore moved approval for Visit Southeast Montana to increase their FY25 budget \$146,299 using \$142,692 of Uncommitted funds from the audit and \$3,607 of Rollover Funds at Commerce. The total budget increases to \$1,103,677. Matt Gebo seconded the motion. Motion carried.
 - Yellowstone Country
Joan E. Kronebusch moved for approval for Yellowstone Country to increase their FY25 budget \$262,392 using Uncommitted funds from the audit. The total budget increases to \$4,262,392. Brooke Erb seconded the motion. Motion carried.
 - Visit Billings
Sabre Moore moved for approval for Visit Billings to increase their FY25 budget \$5,351 using Uncommitted funds from the audit. The total budget increases to \$541,541. Joan E. Kronebusch seconded the motion. Motion carried.
 - Dillon DMO
Matt Gebo moved for approval for the Dillon DMO to increase their FY25 budget \$7,813 using Uncommitted funds from the audit. The total budget increases to \$49,873. Brooke Erb seconded the motion. Motion carried.
 - Great Falls DMO
Joan E. Kronebusch moved for approval for the Great Falls DMO to increase their FY25 budget \$59,501 using Uncommitted funds from the audit. The total budget increases to \$275,025. Brooke Erb seconded the motion. Motion carried.
 - Kalispell DMO
Matt Gebo moved for approval for the Kalispell DMO to increase their FY25 budget \$11,249 using Uncommitted funds from the audit. The total budget increases to \$246,249. Sabre Moore seconded. Motion carried.

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- Destination Missoula
Brooke Erb moved for approval for Destination Missoula to increase their FY25 budget \$131,328 using Uncommitted funds from the audit. The total budget increases to \$613,137. . Joan E. Kronebusch seconded the motion. Motion carried.
- Red Lodge DMO
Matt Gebo moved for approval for the Red Lodge DMO to increase their FY25 budget \$9,517 using Uncommitted funds from the audit. The total budget increases to \$60,917. Sabre Moore seconded the motion. Motion carried.
- Whitefish DMO
Joan E. Kronebusch moved for approval for the Whitefish DMO to increase their FY25 budget \$893 using Uncommitted funds from the audit. The total budget increases to \$266,893. Sabre Moore seconded the motion. Motion carried.
- Columbia Falls DMO
Matt Gebo moved for approval for the Columbia Falls DMO to increase their FY25 budget \$4,970 using Uncommitted funds from the audit. The total budget increases to \$43,931. Brooke Erb seconded the motion. Motion carried.

2:15:10 Nominating Committee—Alicia Harvey

Brooke Erb moved to nominate Sabre Moore for the Chair position and Joan E. Kronebusch for the Vice-Chair position of the Tourism Advisory Council through the February 2025 TAC meeting. Matt Gebo seconded the motion. Motion carried.

2:15:10 Committee Signups—Alicia Harvey

Committee signups will occur during the February 2025 TAC meeting

2:47:40 ITRR Project Updates—Dr. Melissa Weddell

3:15:11 Future Communication Strategies—Alicia Harvey

3:18:13 Upcoming Meetings and Events

- February 4, 2025 meeting will be a virtual one-day meeting

3:22:39 Adjournment