

2025 Montana Tourism Advisory Council

Leadership Roles

Executive Committee (3)

(Virtually meets with Destination MT every two weeks or as needed.)

- Joan E. Kronebusch, Interim Chair and Vice Chair

Marketing Committee (4)

(Virtually meets prior to TAC meetings to review and recommend approval to the Council of annual DMO Plans and budget, annual Audits, Budget increase requests, addition of an Allowable Method, and annual Plan Narrative evaluation reports. A significant role is to review and comment on annual DMO plan submissions.)

- Erin Kennedy
- Joan E. Kronebusch, Interim Chair and Vice Chair
- Lailani Upham

Rules & Procedures Committee (3)

(Virtually meets every three years or as needed to update the Regulations and Procedures, Operating Policies, and DMO Handbook. DMO participation as well.)

- Joan Kronebusch, Interim Chair and Vice Chair
- Erin Kennedy
- Lisa Koski

Research Committee (3)

(Virtually meets quarterly or as needed to propose and review ITRR research projects. DMO participation as well.)

- Brooke Erb

Montana Heritage Commission (1)

(TAC representative on the Montana Heritage Commission. In-person or virtually per their schedule.)

Tribal Tourism Committee (2-3)

(When possible, attend the State Tribal - Economic Development Commission and/or Montana Indigenous Tourism Alliance meetings. Virtually or in person.)

- Lailani Upham