# TOURISM ADVISORY COUNCIL MEETING FEBRUARY 6, 2024

**This meeting will be offered via Zoom:**

***Zoom***: Information on joining the meeting via Zoom can be found [HERE](https://mt-gov.zoom.us/meeting/register/tZctcuutrzgrHNX83GyWIZMbnKmRkCTBF3iI).

*Persons may address the Tourism Advisory Council via the Zoom virtual meeting or in-person. Persons may address the Council on any matter listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period as indicated on the agenda. Further information related to each agenda item, if any, can be obtained by contacting Rachel Mullen, Tourism Outreach Coordinator, Montana Office of Tourism, Brand MT, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2894, Email* [aburrows@mt.gov](mailto:aburrows@mt.gov)

# AGENDA

*All committee meetings and Tourism Advisory Council meetings are open to the public*.

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# Tuesday, February 6, 2024

9:00 **Call to order**—Alicia Harvey, Chair

**Opening Remarks**—Paul Green, Director, Department of Commerce

**Roll Call**

**Introductions**

**Approval of Minutes**

* October 3-4, 2023, TAC Meeting Minutes

**Changes to the Agenda**

9:10 **Public Comment**

*Please state your name and where you are from. This is the time to comment on matters falling within the purview of the Tourism Advisory Council. There will also be an opportunity for public comment on each agenda item.*

9:15 **Committee Reports**

* Rules & Procedures Committee—Joan E. Kronebusch Committee Chair

***Action****: Consider a motion to adopt the updated TAC Operating Policy*

* Montana Heritage Commission (MHC) Report—Dr. Sabre Moore, TAC Representative for MHC
* Tribal Tourism Committee—Haylie Shipp and Nathan St. Goddard
* Marketing Committee—Mike Johnson, Committee Chair

***Action:*** *Consider a motion to approve FY23 DMO audits*

***Action:*** *Consider a motion to approve FY24 Market Plan Budgets*

***Action:*** *Marketing Committee Meeting Updates*

* DMO Reporting Roundtable—Mike Johnson Marketing Committee Chair

***Action*:** *Regional report out and feedback*

## Research Committee— Melissa Weddell ITRR and Haylie Shipp, Committee Chair

## *Action: Consider motion to approve recommendation from committee*

## 11:15 Department of Commerce

## Destination MT

## Strategic Plan, ARMs, & Agency Update: Jenny Pelej/Jamey Petersen

## Film—Allison Whitmer

## MARCOM

## Marketing Update—Mitch Staley

## Business MT

## Tribal Update—Rachelle Brown

## 

12:30 **TAC Action Items**

## Future Tuesday/Wednesday Meetings

## June 4-5, 2024, Billings

## October 8-9, 2024, Location TBD

## February 4, 2025, Virtual

1:00 **Adjournment**

*The Montana Office of Tourism makes reasonable accommodations for any known disability that may interfere with a person’s ability to participate in state government. Persons needing accommodations must notify Alex Burrows no later than January 31, 2024, to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request. Note: Other than the meeting starting time, any time listed is approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.*