

# TOURISM ADVISORY COUNCIL MEETING JUNE 5-6, 2023

**This meeting will be offered in person or via Zoom:**

**In person:** The Sleep Inn & Suites, 520 Country Club Blvd, Great Falls, MT

**Zoom:** Information on joining the meeting via Zoom can be found [HERE](#).

*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 406-841-2873, Email [rachel.mullen@mt.gov](mailto:rachel.mullen@mt.gov).*

## AGENDA

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

### MONDAY, June 5, 2023

- 11:00      **Call to order, Introductions**—Alicia Harvey, Chair  
**Changes to the Agenda**  
**Approval of Minutes**
- February 6, 2023, TAC Meeting Minutes
- 11:05      **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.*
- 11:10      **Committee Reports**
- Executive Committee—Alicia Harvey
  - Rules & Procedures Committee—Alicia Harvey
  - Montana Heritage Commission (MHC) Report—Jeff Ewelt
  - Tribal Committee—Nathan St. Goddard
  - Legislative Committee—Steve Wahrlich
  - Marketing Committee—Mike Johnson
- Action: Consider a motion to approve audits*
- 11:50      **Recognition of Eligibility for New DMOs**
- Anaconda
  - Columbia Falls
  - Havre
- Action: Consider a motion to recognize DMO's*
- 12:40      **DMO Plan/Budget Presentations from the following DMOs:**
- Yellowstone Country
  - Belgrade
  - Bozeman
  - Gardiner
- 1:40      **Break**
- 1:50      **DMO Plan/Budget Presentations from the following DMOs:**
- Livingston
  - Red Lodge
  - West Yellowstone
- Action: Consider a motion to approve each DMO plan/budget proposal*
- 2:40      **DMO Plan/Budget Presentations from the following DMOs:**
- Missouri River Country
- Action: Consider a motion to approve each DMO plan/budget proposal*

- 3:00 **DMO Plan/Budget Presentations from the following DMOs:**
- Southeast Montana
  - Billings
  - Glendive
  - Miles City
- Action: Consider a motion to approve each DMO plan/budget proposal*

4:10 **TAC Retreat Meeting**

5:30 **Recess**

6:00 **Fly Tying Event (hosted by Visit Great Falls)**

**TUESDAY, June 6, 2023**

8:00 **Call to Order**—Alicia Harvey, Chair

- 8:05 **DMO Plan/Budget Presentations from the following DMOs:**
- Central Montana
  - Great Falls
  - Havre
- Action: Consider a motion to approve each DMO plan/budget proposal*

- 8:55 **DMO Plan/Budget Presentations from the following DMOs:**
- Southwest Montana
  - Anaconda
  - Butte
  - Dillon
  - Helena
- Action: Consider a motion to approve each DMO plan/budget proposal*

- 10:15 **DMO Plan/Budget Presentations from the following DMOs:**
- Glacier Country
  - Columbia Falls
  - Kalispell

11:00 **Break**

- 11:15 **DMO Plan/Budget Presentations from the following DMOs:**
- Missoula
  - Whitefish
- Action: Consider a motion to approve each DMO plan/budget proposal*

- 11:50 **DMO Plan/Budget Presentations from the following DMOs:**
- Big Sky
- Action: Consider a motion to approve each DMO plan/budget proposal*

- 12:10 **Department of Commerce Updates**
- **Business MT**
    - Tribal Tourism Update & STED/TAC/MOU Discussion—Rachelle Brown and STEDC Member
  - **Brand MT**
    - Marketing Discussion—Mitch Staley
    - Open Discussion—Scott Osterman

1:25

**Upcoming Meetings/Future Meeting Discussion/Speakers/Topics**

- October 2-3, 2023, Anaconda
- February 5-6, 2024, *TBD*
- June 3-4, 2024, *TBD*
- October 7-8, 2024, *TBD*

1:30

**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 Rachel Mullen no later than May 26, 2023, 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.*

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