

TOURISM ADVISORY COUNCIL MEETING VIA ZOOM FEBRUARY 6, 2023



Persons may address the Tourism Advisory Council via the Zoom virtual meeting. 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 Barb Sanem, Compliance Specialist, Montana Office of Tourism, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2769, Email BSanem@mt.gov.

Register in advance for this webinar:

https://mt-gov.zoom.us/webinar/register/WN_bcogLMZ-TRO2YcD-jEljxg

AGENDA

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

MONDAY, FEBRUARY 6, 2023

8:30 Call to Order, Introductions—Alicia Harvey, Chair
Changes to the Agenda

8:45 Approval of Minutes—Alicia Harvey, Chair

- December 12, 2022 TAC Meeting Minutes
- October 3-4, 2022 TAC Meeting Minutes

8:50 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.

9:00 Welcome from Commerce Director Scott Osterman

9:05 Commerce/Brand MT Reports

- Brand MT Legislative Update—Anna Marie Moe
- Coraggio Resiliency Project—Jenny Pelej and Dax Schieffer
- Montana Film Office—Allison Whitmer
- Office of Tourism Updates—Jan Stoddard
 - TAC FY24 Marketing Plan Schedule—Barb Sanem
 - Tourism Grant Programs—Michele Cushman
 - Made in Montana/Agritourism Updates—Susan Joy
- Marketing Updates—Jacquie Garcia
 - Flood/Gateway Communities and Winter Campaigns Update—Jacquie Garcia and Hoffman York
 - What's to Come – Stacey Zyliak
 - Social—Jacquie Garcia
 - Content including VisitMT—Kate Vigeland

- EMI (East Montana Tourism Initiative) Update— Kate Vigeland, Jan Stoddard and Hoffman York
- Tribal Tourism Update—Rachelle Brown

11:30 Research

- **Commerce/Brand MT Research**—Jim Auer
 - DMO Dashboard
 - Flood Impacted Areas
 - Bed Tax Projections
- **ITRR Updates**—Dr. Melissa Weddell, Director, ITRR
 - Night Sky addition for Mail back Survey Update
 - Q4 Resident Attitudes & Community Readiness for Natural Disasters
 - Public Land Views
 - 2022 Spending and Visitor Estimates
 - Economic Summit Presentation Summary

12:00 TAC Committee & Other Industry Reports

- Executive Committee—Alicia Harvey and Mike Johnson
 - Rules & Procedures Committee—Alicia Harvey
 - Legislative Committee—Steve Wahrlich
 - Research Committee—Steve Wahrlich
 - Montana Heritage Commission (MHC) Report—Jeff Ewelt
 - Marketing Committee—Mike Johnson
- Action: Consider a motion to approve audits*

12:30 Lunch Break

1:00 MLHA/Voices of Tourism

- Legislative Update - Stuart Doggett and Dax Schieffer

1:45 Montana Travel Association

- Introduction—Raylee Honeycutt, Chair

2:00 Upcoming Meetings

- June 5-6, 2023 (TBD)
- October 2-3, 2023 (TBD)

2:15 Wrap-Up Discussion and TAC Action Items

2:30 Adjournment

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.

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 Barb Sanem no later than September 28, 2022 to allow adequate time to make needed arrangements. You can call (406) 841-2769, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request.