

**TOURISM ADVISORY COUNCIL MEETING VIA ZOOM
FEBRUARY 8, 2021**

(Please note: Due to COVID-19 concerns and restrictions, this meeting will be conducted via Zoom.)

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 Carmen Levick, Tourism Outreach Coordinator, Montana Office of Tourism & Business Development, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email CLevick@mt.gov.

AGENDA

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

Monday, February 8, 2021

8:30 **Call to order**—Katie Grice, TAC Chair

Changes to the Agenda

Consent Agenda

All matters listed hereunder collectively constitute a consent agenda will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive unanimous approval. Items on the consent agenda may be read by title only, except upon the request of a member of the Council or the public, in which event the matter shall be removed from the consent agenda and considered as a separate item. No debate is allowed on the consent agenda or on any item included in it.

- October 6, 2020 TAC Meeting Minutes

8:35 **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.

8:45 **Welcome from DOC Director Scott Osterman**

8:50 **Introduction of Brett Simons, Governor’s Office of Economic Development**

8: 55 **TAC Member Roundtable**

9:30 **Committee Reports**

- Executive Committee—Katie Grice, TAC Chair
- Region/CVB Regulations & Procedures Committee—Rachel Gregg, Committee Chair
- Research Committee—Rhonda Fitzgerald, Committee Chair
- Montana Heritage Commission (MHC) Report—Jeff Ewelt, TAC Representative for MHC
- Agritourism Development—TAC Members Tami Burke, Director of the Food & Ag Development Center for the Great Northern Development Corporation and Patricia McGlynn, Ph.D., MSU Agriculture Extension Agent
- Marketing Committee—Rachel Gregg, Committee Chair

Action: Consider a motion to approve audits and any updates to Region/CVB Marketing Plan Budgets

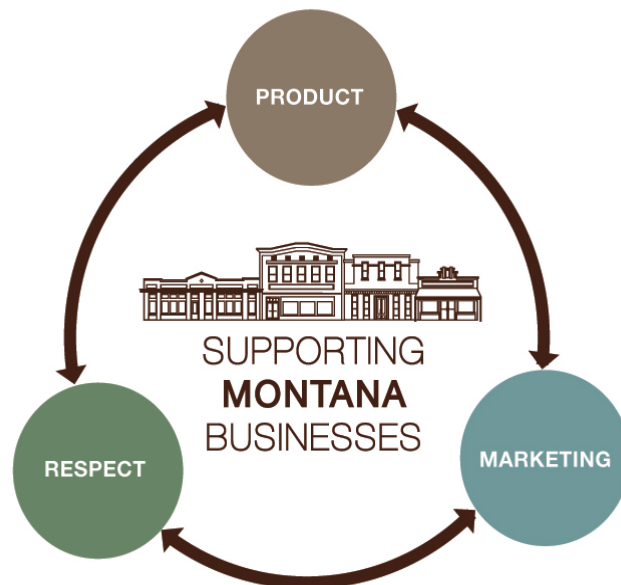
- FY20 Audits
- Marketing Committee Meeting Updates
- Updates on Region/CVB Marketing Plan/Budget Activity
(Limit 5 minutes per organization to give updates to full Council)

Central Montana
Great Falls
Havre
Glacier Country
Kalispell
Missoula
Whitefish
Missouri River Country
Southeast Montana
Billings
Glendive
Miles City

Southwest Montana
Butte
Dillon
Helena
Yellowstone Country
Belgrade
Big Sky
Bozeman
Gardiner
Livingston
Red Lodge
West Yellowstone

12:00 **Recess**

- 1:30 **Call to order**—Katie Grice, Chair
- 1:35 **Introduction of Director of Indian Affairs, Misty Kuhl, Governor’s Office**
- 1:40 **ITRR Outlook Presentation and Updates**—Dr. Jeremy Sage, Interim Director, ITRR
- 2:45 **MOTBD Updates**—MOTBD Staff
- Industry Services and Outreach Bureau
 - Lodging Tax Collections Update
 - Made in Montana/Agritourism Updates
 - FY22 Marketing Plan Schedule for Regions/CVBs
 - Marketing Bureau
 - Montana Aware
 - Program Updates
 - Film Office Updates
 - Tribal Tourism Update
- 4:15 **Upcoming Meetings/Future Meeting Discussion/Speakers/Topics**
- June 14-15, 2021—(In-person or virtual still TBD)
- 4:30 **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 Carmen Levick no later than February 4, 2021 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.