

TOURISM ADVISORY COUNCIL MEETING MINUTES

JUNE 2-3, 2014
RED LODGE, MT

COUNCIL MEMBERS PRESENT

Amber Wood-Jensen, Chair—Butte
Bill McGladdery, Vice Chair—Butte
Mark Anderlik—Missoula
Cyndy Andrus—Bozeman

Matt Ellis—Missoula
Rhonda Fitzgerald—Whitefish
Bev Harbaugh—Jordan
Glenniss Indreland—Big Sky

Stan Ozark—Glasgow
Lark Paz—Crow Agency
Gail Richardson—Bozeman

COUNCIL MEMBERS NOT PRESENT

Dan Austin—Billings
Kim Holzer—Stanford

MONTANA OFFICE of TOURISM STAFF

Jeri Duran—Division Administrator
Riana Davidson—Consumer Marketing Manager
Thurston Elfstrom—Digital Marketing Manager
Pam Gosink—Sales & Constituent Services Manager

Dan Iverson—Public Information Officer
Carmen Levick—Executive Assistant
Anna Marie Moe—Industry Services & Operations Manager
Barb Sanem—Industry Program/Compliance Specialist

MONDAY, JUNE 2, 2014

CALL TO ORDER, INTRODUCTIONS

Council Chair, Amber Wood-Jensen called the meeting of the Tourism Advisory Council (TAC) to order at 8:00 a.m. A Welcome from the Red Lodge Chamber of Commerce and introductions of Council members, Montana Office of Tourism (MTOT) staff and the audience followed.

CHANGES TO THE AGENDA

There were no requests to make changes to the agenda.

APPROVAL OF MINUTES

- Approval of February 3-4, 2014 TAC Meeting Minutes
Mark Anderlik moved to approve the minutes. Gail Richardson seconded. Motion passed.
- Approval of April 13, 2014 TAC Meeting Minutes
Bev Harbaugh moved to approve the minutes. Cyndy Andrus seconded. Motion passed.

PUBLIC COMMENT

Mike Garcia: Mike gave a brief overview about the work that Voices of Montana Tourism is doing in preparation for the 2015 legislative session to protect funding for tourism.

MONTANA OFFICE of TOURISM (MTOT) UPDATE—Jeri Duran, Division Administrator

Montana Office of Tourism (MTOT) and Montana Film Office (MFO) updates were given along with the lodging tax revenue reports.

Jim McKeon from the Montana Department of Revenue (DOR) gave a brief report stating that DOR actively searches for lodging facilities, including vacation rentals that are not reporting and/or paying the lodging tax revenues. He encouraged people to call in with tips if they know of a facility that is not in compliance.

RULES & REGULATIONS DISCUSSION—Stan Ozark

Stan reviewed the May 16, 2014 conference call regarding the rules and regulations for the Regions and CVBs. The committee on the call reviewed the following:

- 1) Commission—part of expense/production. The committee determined that yes; the commission is part of the production cost.
- 2) Board members at the Governor's Conference/Strategic Planning
Mark Anderlik moved for the Marketing Committee to review the current language under Eligible Marketing Expenditures which says "Attendance at Tourism Advisory Council Meetings, the annual Marketing Plan meeting with the Department and the annual Governor's Conference on Tourism and Recreation for the primary region/cvb contact with the department including transportation, mileage, meals and lodging only."— And to add the following language: "And in addition to marketing personnel and qualified board members as defined by the organization. The budget for additional personnel to attend these meetings will be subject to review under the marketing plan. Cyndy Andrus seconded. Motion passed.
- 3) Professional development—administrative vs marketing budget. The committee recommended leaving professional development under administrative expenses stating that professional development needs to be more clearly defined. Cyndy Andrus stated that she had done some research and found this definition for professional development: "the advancement of skills or expertise to succeed in a particular profession or continued education; the process of obtaining skills, qualifications or experience that allow you to make progress in your career."
Cyndy Andrus moved to add the definition of professional development to the current language in the rules and regulations as "the advancement of skills or expertise to succeed in a particular profession or continued education; the process of obtaining skills, qualifications or experience that allow you to make progress in your career." Bev Harbaugh seconded. Motion passed.
- 4) Items for resale (initial inventory)—Matt Ellis and Racene Friede are working with a committee of others to better define how this will work and will report back at the October meeting.
- 5) Beautification projects—the committee said that the word "infrastructure" needs to be more clearly defined, saying that bed tax funds are for promotional purposes. **Cyndy Andrus moved for the language regarding beautification projects to read "Marketing infrastructure that has the potential to increase the number of visitors or to extend visitor stays. This shall be targeted toward visitors outside the local community." Rhonda seconded. After discussion, the motion was amended by Rhonda Fitzgerald to read "Infrastructure that is directly related to a marketing method within the marketing plan." Amendment accepted by Cyndy Andrus. Glenniss Indreland opposed. Motion passed.**
- 6) Membership solicitation—the committee recommended keeping this rule as it is currently written. **Glenniss Indreland moved to approve the recommendation of the committee. Mark Anderlik seconded. Motion passed.**
- 7) Governor's Conference sponsorship—Recommendation of the committee was to clean up the language under ineligible marketing expense to read "Financial sponsorships" and the definition of sponsorship. **Rhonda Fitzgerald moved for the language under ineligible marketing expenses to read "Financial sponsorships and add the definition of sponsorship—"backing, support, promotion, patronage, subsidy funding, financial aid" and eliminate the reference to "opportunity marketing". Glenniss Indreland seconded. Motion passed.**
- 8) Dues (USTA) for marketing expense—the committee recommended leaving this language as it is currently written. **Matt Ellis moved to approve the recommendation of the committee. Cyndy Andrus seconded. Motion passed.**

The Marketing Committee will restructure the language in the regulations and have something ready for review at the October meeting.

REGION/CVB MARKETING PLAN PRESENTATIONS

The Regions and CVBs each gave an oral presentation of their marketing plan and budget. The Marketing Committee met prior to the TAC meeting to discuss the marketing plans and made their recommendations to the full council.

Yellowstone Country—Total budget of \$1,020,000

Cyndy Andrus moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Glenniss Indreland seconded. Motion passed.

Big Sky CVB—Total budget of \$160,000

Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Gail Richardson seconded. Motion passed.

Bozeman CVB—Total budget of \$170,000

Cyndy Andrus moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Beverly Harbaugh seconded. Motion passed.

Red Lodge CVB—Total budget of \$17,984.50

Gail Richardson moved to recognize Red Lodge's CVB eligibility and to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rhonda Fitzgerald seconded. Motion passed.

West Yellowstone CVB—Total budget of \$170,000

Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rhonda Fitzgerald seconded. Motion passed.

Southwest Montana—Total budget of \$377,629

Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Gail Richardson seconded. Motion passed.

Butte CVB—Total budget of \$117,615

Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Matt Ellis seconded. Amber Wood-Jensen abstained. Motion passed.

Dillon CVB—Total budget of \$19,000

Glenniss Indreland moved to recognize Dillon's CVB eligibility pending their proof of insurance and board mission statement prior to July 1, 2014. Cyndy Andrus seconded.

Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Gail Richardson seconded. Motion passed.

Helena CVB—Total budget of \$91,050

Cyndy Andrus moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Beverly Harbaugh seconded. Motion passed.

Southeast Montana—Total budget of \$630,582

Cyndy Andrus moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Glenniss Indreland seconded. Motion passed.

Billings CVB—Total budget of \$310,000

Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Gail Richardson seconded. Motion passed.

Glendive CVB—Total budget of \$20,000

Glenniss Indreland moved to recognize Glendive's CVB eligibility. Beverly Harbaugh seconded. Motion passed.

Cyndy Andrus moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bill McGladdery seconded. Motion passed.

Miles City CVB—Total budget of \$45,000

Beverly Harbaugh moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Gail Richardson seconded. Motion passed.

Missouri River Country—Total budget of \$216,943

Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Cyndy Andrus seconded. Motion passed.

Sidney CVB—Total budget of \$52,709

Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Beverly Harbaugh seconded. Motion passed.

Glacier Country—Total budget of \$1,420,000

Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Matt Ellis seconded. Motion passed.

Kalispell CVB—Total budget of \$110,603

Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bill McGladdery seconded. Motion passed.

Missoula CVB—Total budget of \$188,250

Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Gail Richardson seconded. Matt Ellis abstained. Motion passed.

Whitefish CVB—Total budget of \$100,000

Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Beverly Harbaugh seconded. Rhonda Fitzgerald abstained. Motion passed.

Central Montana—Total budget of \$337,346

Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Glenniss Indreland seconded. Motion passed.

Great Falls CVB—Total budget of \$150,391

Beverly Harbaugh moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Gail Richardson seconded. Motion passed.

COMMITTEE REPORTS BY RESPECTIVE CHAIRS

Executive Committee—Amber Wood-Jensen, Chair

In preparation for the upcoming legislative session, the Executive Committee discussed the Voices of Montana Tourism initiative. Amber also said that the TAC retreat would be held in Helena in June as per a request from DOC Director Meg O'Leary and Deputy Director Doug Mitchell.

Marketing Committee—Stan Ozark, Chair

The Marketing Committee recommended final approval for the following project applications:

Miles City CVB:

- Range Riders Brochure—the Marketing Committee recommended final approval as submitted.
- Range Riders/Waterworks Art Museum Billboards—the Marketing Committee recommended final approval with the stipulation that competitive bids are received and on file prior to the start of the project.

Glenniss Indreland Rhonda Fitzgerald moved to approve the recommendation. Bev Harbaugh seconded. Motion passed.

Site Selection Committee—Mike Mergenthaler, Chair

The Site Selection Committee recommended the following sites for upcoming TAC meetings:

- October 6-7, 2013—Sleep Inn & Suites, Miles City
- June 1-2, 2015—Comfort Inn, Shelby

Matt Ellis moved to approve the recommendation. Glenniss Indreland seconded. Motion passed.

Research Committee—Bill McGladdery, Chair

An overview of the 2013 nonresident traveler expenditures & economic contribution was given.

MEETING RECESSED

TUESDAY, JUNE 3, 2014

Amber Wood-Jensen called the meeting to order at 8:30 a.m. She thanked the reception sponsors and hotel staff for their hospitality.

AD-HOC COMMITTEE REPORTS

TAC Member Role Descriptions—Amber Wood-Jensen, Chair

Amber and Cyndy Andrus have been working on TAC job roles and will discuss further at the TAC retreat. An update will be given at the October meeting.

Advising the Governor—Stan Ozark, Chair

Stan said that he would like to discuss this topic during the TAC retreat and review discussion at the October TAC meeting.

MTOT Partnerships— Bill McGladdery, Chair

Bill said that he would like to discuss this topic during the TAC retreat and review discussion at the October TAC meeting.

Infrastructure & Wayfinding—Rhonda Fitzgerald, Chair

Rhonda reported that Matt Ellis, Alex Tyson, and a representative from Mercury CSC will be determining a scope of how to address the issue of wayfinding challenges and opportunities and will report back at the October meeting.

Develop & Prioritize Future Initiatives/Themes—Glenniss Indreland, Chair

Glenniss said that the committee consolidated the list of TAC priorities and sent out a survey monkey to MTOT Staff, TAC, Regions and CVBs. They will summarize the results and report back at the October meeting.

Marketing Plan Reboot—Amber Wood-Jensen, Chair

Amber asked for input on how the new marketing plan process and reboot has worked for the Regions and CVBs. She said that since this is the first year of the changes, the committee and the TAC are open to hearing suggestions and feedback.

Tourism Speaks Revamp / Legislative Task Force—Cyndy Andrus, Chair

No update was given.

FUTURE SPEAKER AND TOPIC SUGGESTIONS

Suggestions made were:

- Legislative Panel
- Mike Garcia—Voices of Montana Tourism
- Wayfinding—Panel/Research/Beginning Steps (Possibly resources from Missoula or Whitefish)
- Agritourism
- Mark Browning (arts & culture)
- Razorfish (marketing concepts)/MTOT

MONTANA STATE PARKS UPDATE

—Chas VanGenderen, Administrator, Montana State Parks

—Tom Towe, Chair, Montana State Parks & Recreation Board, Tourism Development & Education Manager, MTOT

Chas and Tom discussed the strategic plan process for Montana State Parks. Challenges such as funding and infrastructure for the parks were also discussed.

CONSUMER ADVERTISING/SOCIAL MEDIA CAMPAIGN OVERVIEW

—Riana Davidson, Consumer Marketing Manager

An overview of the winter campaigns including national key markets was shown. The new MTOT campaign concepts are being reviewed and will be revealed at the October TAC meeting.

UPCOMING TAC MEETINGS

- October 6-7, 2014—Sleep Inn & Suites, Miles City
- February 2-3, 2015—Comfort Suites/Gateway Center, Helena

ADJOURNMENT

The meeting was adjourned at 10:50 a.m.