

**TOURISM ADVISORY COUNCIL MEETING MINUTES
SEPTEMBER 24-25, 2018
HELENA, MT**

COUNCIL MEMBERS PRESENT

Glenniss Indreland, Chair—Big Sky	Rachel Gregg—Missoula	Alger Swingley—Great Falls
Katie Grice, Vice Chair—Big Sky	Sandi Luckey—Helena	Sandra Thares—Great Falls
Tami Burke—Glasgow	Bill McGladdery—Butte	Steve Wahrlich—Billings
Jeff Ewelt—Billings	Lindzy Roth—Kalispell	Joe Willauer—Twin Bridges
Rhonda Fitzgerald—Whitefish	Dr. Kenneth Ryan—Poplar	

COUNCIL MEMBERS NOT PRESENT

Patricia McGlynn—Kalispell
Brian Sprenger—Belgrade

DEPT. OF COMMERCE (DOC) and MT OFFICE OF TOURISM & BUSINESS DEVELOPMENT (MOTBD) STAFF

Pam Haxby-Cote—Director, DOC	Carla Lott—Tribal Tourism Officer
Sean Becker— Bureau Chief, Business Assistance Bureau	Jenny Pelej—Bureau Chief, Marketing Bureau
Jan Stoddard—Bureau Chief, ISO Bureau	Barb Sanem—Compliance Specialist
Kev Campbell—Business Development Specialist	Kate Siberell—Marketing & Communications Coordinator
Casey Lozar—Interim Administrator, MOTBD	Allison Whitmer—Film Commissioner
Carmen Levick—Tourism Outreach Coordinator	

MONDAY, JUNE 11, 2018

CALL TO ORDER, INTRODUCTIONS

Council Chair, Glenniss Indreland called the meeting of the Tourism Advisory Council (TAC) to order at 8:02 a.m. Introductions of Council members, Montana Office of Tourism & Business Development (MOTBD) staff and the audience followed.

CHANGES TO THE AGENDA

There were no changes to the agenda.

CONSENT AGENDA

- Approval of April 15, 2018 TAC Meeting Minutes

Jeff Ewelt moved to adopt the consent agenda. Bill McGladdery seconded. With no request to remove an item from the consent agenda, the consent agenda was adopted.

PUBLIC COMMENT

Robin Hoover—Robin requested that a statewide tourism partner meeting be held in February or March with attendees including Regions, CVBs, TAC (Marketing Committee), agency teams, DOC and other agencies.

TAC MEMBER ROUNDTABLE

Updates and information of happenings in Montana were given by TAC members. Discussion included:

- Concerts and sporting events continue to increase economy in Missoula
- Southeast Montana reporting low numbers for occupancy in lodging. Record numbers at regional attractions. People are passing through, but not staying.
- Billings hosting TBEX Conference in 2019.
- New breweries, cideries and distilleries in several locations.

- Bicycle tourism increasing in many areas across the state.
- Big Sky booming with growing number of events and new lodging underway.
- Air service continues to grow with new flights to major cities and several airport expansion projects.
- Outdoor recreation business seeing increase in bookings with guides and outfitters
- Calvert Hotel in Lewistown recently purchased and reopened.
- New lodging and downtown business growing in Great Falls.
- Tribal and cultural updates on Pow Wows and other cultural events and projects.
- Summer festival season was successful in Butte.
- Construction is booming in downtown Bozeman. New lodging, grocery, breweries, etc.
- Sustainable tourism master plan for Whitefish in the works.
- Affordable housing challenges for seasonal workers.
- Grooming for cross country skiing trails.
- Fire season was detrimental to several areas in Montana.

COMMITTEE REPORTS BY RESPECTIVE CHAIRS

Executive Committee—Glenniss Indreland, Chair

Glenniss gave a recap of the TAC Retreat which was held on Sunday, September 23. Items of discussion included TAC new member orientation and overview of rules and regulations, strategic planning, TAC committee structure and the upcoming legislation.

Marketing Committee Updates—Katie Grice, Chair

Katie said that the review of the Rules & Regulations is still underway, and she hopes to have more updates and recommendations for changes to report soon.

Katie announced some awards for the tourism Regions and CVBs for the June 2018 marketing plan presentations. She thanked everyone for their efforts to showcase the work they do. She also stated that she is reviewing the survey results from the June 2018 meeting and will consider suggestions for improving the presentation format and requirements for the Region/CVB marketing plan presentations moving forward.

The winners were:

- Excellent use of measurable goals—Lauren Barrett, Gardiner CVB
- Creative budget one sheet—Barb Neilan, Destination Missoula
- Excellent use of photography—Gayle Fisher, Central MT
- Creative event and festival communications—Maria Pochervina, Butte CVB
- Throwing a great event—Mike Mergenthaler, Helena CVB

Audits & Updates to Region/CVB Marketing Plan Budgets

The Marketing Committee recommended final approval for the following audits and marketing plan budget changes:

Central Montana—Steve Wahrlich moved to approve the FY18 Central Montana audit as submitted with \$0.58 remaining in uncommitted tax funds on hand. Lindzy Roth seconded. Motion passed.

Rhonda Fitzgerald moved to approve Central Montana’s request to increase the FY19 budget \$84,044 using uncommitted audit funds changing Central Montana’s budget from \$382,919 to \$466,963. Steve Wahrlich seconded. Motion passed.

Missouri River Country—Joe Willauer moved to approve the FY18 Missouri River Country audit as submitted with \$0.77 remaining in uncommitted tax funds on hand. Lindzy Roth seconded. Motion passed.

Steve Wahrlich moved to approve Missouri River Country's request to increase the FY19 budget \$53,194 using of \$52,398 of uncommitted from audit funds and \$796 of available rollover at Commerce funds changing Missouri River Country's budget from \$168,927 to \$222,121. Jeff Ewelt seconded. Motion passed.

Southeast Montana—Glenniss Indreland moved to approve the FY18 Southeast Montana audit as submitted with \$315.64 remaining in uncommitted tax funds on hand. Tami Burke seconded. Motion passed.

Glenniss Indreland moved to approve Southeast Montana's request to increase the FY19 budget \$41,000 using uncommitted from audit funds. Southeast Montana's budget will increase from \$595,000 to \$636,000. Tami Burke seconded. Motion passed.

Southwest Montana—Steve Wahrlich moved to approve the FY18 Southwest Montana audit as submitted with \$19.11 remaining in uncommitted tax funds on hand. Bill McGladdery seconded. Motion passed.

Steve Wahrlich moved to approve Southwest Montana's request to increase the FY19 budget \$28,200 using \$10,200 of uncommitted from audit funds and \$18,000 of available rollover at Commerce funds. Southwest Montana's budget will increase from \$467,022 to \$495,222. Lindzy Roth seconded. Motion passed.

Yellowstone Country—Joe Willauer moved to approve the FY18 Yellowstone Country audit as submitted with \$599.79 remaining in uncommitted tax funds on hand. Tami Burke seconded. Motion passed.

Bill McGladdery moved to approve Yellowstone Country's request to increase the FY19 budget \$222,453 using \$109,000 of uncommitted from audit funds and \$113,453 of available rollover at Commerce funds. Yellowstone Country's budget will increase from \$1,557,000 to \$1,779,453. Tami Burke seconded. Motion passed.

Belgrade CVB—Tami Burke moved to approve the FY18 Belgrade CVB audit as submitted with \$19.97 remaining in uncommitted tax funds on hand. Steve Wahrlich seconded. Motion passed.

Rhonda Fitzgerald moved to approve the Belgrade CVB's request to increase the FY19 budget \$7,000 using uncommitted from audit funds. Belgrade CVB's budget will increase from \$56,275 to \$63,275. Jeff Ewelt seconded. Motion passed.

Big Sky CVB (Visit Big Sky)—Big Sky CVB transitioned from Big Sky Chamber of Commerce to Visit Big Sky January 1, 2018. Audit period is for January 1, 2018 – June 30, 2018. The Big Sky Chamber of Commerce audit for July 1, 2017 – December 31, 2017 was reviewed and approved by the full Council at the April 2018 TAC meeting.

Glenniss Indreland moved to approve the Big Sky CVB audit as submitted with \$0.61 remaining in uncommitted tax funds on hand. Jeff Ewelt seconded. Motion passed.

Bill McGladdery moved to approve the Big Sky CVB's request to increase the FY19 budget \$191,190 using \$10,110 committed to FY19 Marketing Plan, \$176,700 of uncommitted from audit funds and \$4,380 of available rollover at Commerce funds. Big Sky CVB's budget will increase from \$280,872 to \$472,062. Joe Willauer seconded. Motion passed.

Billings CVB—Steve Wahrlich moved to approve the FY18 Billings CVB audit as submitted with \$875.73 remaining in uncommitted tax funds on hand. Glenniss Indreland seconded. Motion passed.

Rhonda Fitzgerald moved to approve the Billings CVB's request to increase the FY19 budget \$10,000 using uncommitted from audit funds. Billings CVB's budget will increase from \$351,184 to \$361,184. Lindzy Roth seconded. Motion passed.

Gardiner CVB—Rhonda Fitzgerald moved to approve the FY18 Gardiner CVB audit as submitted with \$2.23 remaining in uncommitted tax funds on hand. Sandi Luckey seconded. Motion passed.

Glenniss Indreland moved to approve the Gardiner CVB's request to increase the FY19 budget \$23,006 using \$21,845 committed to FY19 Marketing Plan, \$957 uncommitted from audit funds and \$204 of available rollover at Commerce funds. Gardiner CVB's budget will increase from \$45,155 to \$68,161. Tami Burke seconded. Motion passed.

Glendive CVB—Joe Willauer moved to approve the FY18 Glendive CVB audit as submitted with \$0.71 remaining in uncommitted tax funds on hand. Steve Wahrlich seconded. Motion passed.

Glenniss Indreland moved to approve the Glendive CVB's request to increase the FY19 budget \$16,647 using uncommitted from audit funds. Glendive CVB's budget will increase from \$42,200 to \$58,847. Bill McGladdery seconded. Motion passed.

Great Falls CVB—Steve Wahrlich moved to approve the FY18 Great Falls CVB audit as submitted with \$0.09 remaining in uncommitted tax funds on hand. Kenneth Ryan seconded. Motion passed.

Bill McGladdery moved to approve the Great Falls CVB's request to increase the FY19 budget \$46,249 using uncommitted from audit funds. Great Falls' CVB budget will increase from \$146,524 to \$192,773. Tami Burke seconded. Motion passed.

Helena CVB—Bill McGladdery moved to approve the FY18 Helena CVB audit as submitted with \$0.83 remaining in uncommitted tax funds on hand. Joe Willauer seconded. Motion passed.

Glenniss Indreland moved to approve the Helena CVB's request to increase the FY19 budget \$37,930 using \$10,665 of uncommitted from audit funds and \$27,265 of available rollover at Commerce funds. Helena CVB's budget will increase from \$126,000 to \$163,930. Bill McGladdery seconded. Motion passed.

Missoula CVB—Steve Wahrlich moved to approve the FY18 Missoula CVB audit as submitted with \$9.13 remaining in uncommitted tax funds on hand. Lindzy Roth seconded. Motion passed.

Steve Wahrlich moved to approve the Missoula CVB's request to increase the FY19 budget \$62,970 using uncommitted from audit funds. Missoula CVB's budget will increase from \$291,122 to \$354,092. Jeff Ewelt seconded. Motion passed.

Red Lodge CVB—Steve Wahrlich moved to approve the FY18 Red Lodge CVB audit as submitted with \$29.12 remaining in uncommitted tax funds on hand. Bill McGladdery seconded. Motion passed.

Jeff Ewelt moved to approve the Red Lodge CVB's request to increase the FY19 budget \$10,500 using \$10,167 Committed to FY19 Marketing, \$213 uncommitted from audit funds and \$120 of available rollover at Commerce funds. Red Lodge CVB's budget will increase from \$19,000 to \$30,000. Glenniss Indreland seconded. Motion passed.

Sidney CVB—Kenneth Ryan moved to approve the FY18 Sidney CVB audit as submitted with \$0.55 remaining in uncommitted tax funds on hand. Lindzy Roth seconded. Motion passed.

Joe Willauer moved to approve the Sidney CVB's request to increase the FY19 budget \$20,345 using uncommitted from audit funds. Sidney CVB's budget will increase from \$52,475 to \$72,820. Alger Swingley seconded. Motion passed.

FY18 West Yellowstone CVB—Steve Wahrlich moved to approve the FY18 West Yellowstone CVB audit as submitted with \$0.70 remaining in uncommitted tax funds on hand. Rhonda Fitzgerald seconded. Motion passed.

Glenniss Indreland moved to approve the West Yellowstone CVB's request to increase the FY19 budget \$145,947 using \$142,556 of uncommitted from audit funds and \$3,391 of available rollover at Commerce funds. West Yellowstone's FY19 budget will increase from \$342,000 to \$487,947. Alger Swingley seconded. Motion passed.

Miles City CVB—Bill McGladdery moved to approve the FY18 Miles City audit with the stipulation that a formal letter from the TAC be sent to Executive Director John Laney and the CVB Board describing the importance of following all processes, Rules & Regulations. Steve Wahrlich seconded. Motion passed.

The Miles City CVB has \$552.31 remaining in uncommitted tax funds on hand and is not requesting a budget increase at this time.

Research Committee—Rhonda Fitzgerald, Chair

Rhonda reported that in addition to the seven ongoing research projects, there were 37 new research project requests proposed for FY20. The Committee will discuss and rank the projects by importance. The selected projects will be reviewed by ITRR to analyze the method of research needed and an associated cost for each project. The Committee will make a recommendation for research projects to the full Council in February 2019. All research project information can be found at the ITRR website at www.itrr.umt.edu.

ITRR UPDATE/NEW REPORTS—Dr. Norma Nickerson, Director, ITRR

Norma reviewed several projects that are underway or coming up. They include survey kits for several events and communities across the state as well as niche projects such as motorcycle touring, alpine ski study, and Blackfoot cultural tourism and panel study on visitor needs to Indian Country. She also gave an overview of recent research reports published by ITRR. For more information, visit <http://itrr.umt.edu/Publications/recent-findings.php>.

LEGISLATIVE UPDATES PANEL—Jan Stoddard, Moderator

- Stuart Doggett—Montana Lodging and Hospitality Association (MLHA)
- Drew Geiger—Tourism Matters to Montana
- Dax Schieffer—Voices of Montana Tourism

The panelists gave an overview of the upcoming legislative session. They encouraged people to get involved in educating their legislators on the importance of tourism to Montana and the economic impact it brings.

GOVERNOR'S OFFICE OF OUTDOOR RECREATION UPDATE—Rachel VandeVoort

Rachel showed a video that was produced to help with business recruitment to Montana that showcases the outdoor recreation opportunities Montana has to offer. You can view it here: <https://www.youtube.com/watch?v=N3WSfgdpJ-I>.

She said the five key areas of focus for her office are:

- Outdoor recreation industry—Goal is to enhance and grow the outdoor recreation industry through support and recruitment of outdoor recreations businesses.
- Outdoor recreation infrastructure and access—Important factors to the outdoor recreation industry by working with communities to identify outdoor recreation assets and infrastructure needs that support the outdoor recreation economy for visitors and residents alike.
- Stewardship & conservation—Facilitate public and private partnerships to help maintain infrastructure.
- Education & technical workforce training—Outdoor recreation apprenticeship program launching.
- Health & wellbeing—Defining the intersection between outdoor recreation and healthcare.

For more information on the Governor's Office out Outdoor Recreation, visit <https://business.mt.gov/Office-of-Outdoor-Recreation>.

MOTBD UPDATES—MOTBD Staff

Montana Office of Tourism & Business Development (MOTBD) updates were given including staff changes, bureau updates, tribal tourism, marketing and research. If you would like to receive the Friday Flash weekly newsletter, please email Carmen Levick at CLevick@mt.gov.

MEETING RECESSED

TUESDAY, SEPTEMBER 25, 2018

Glenniss Indreland called the meeting to order at 8:30 a.m. She thanked the reception sponsors and staff for their hospitality.

LODGING PARTNERS PANEL—Dax Schieffer, Moderator

- Pam Gosink—Montana Dude Ranchers' Association (MTDRA)
- Mac Minard—Montana Outfitters and Guides Association (MOGA)
- Pat Doyle—Montana State Parks
- Beth Schecher—Montana Bed & Breakfast Association
- Rick Hoeninghausen—Xanterra (GNP and YNP Concessionaire)
- Matt Sease—Montana Lodging and Hospitality Association (MLHA)

The panelists talked about the organizations they represent and there were a couple of short presentations highlighting the work they do. As they all tie directly to tourism, they would like to be more engaged with MOTBD, TAC, the tourism Regions and CVBs in the promotion of Montana when and where it is appropriate to collaborate and build partnerships.

ELECTION OF OFFICERS—Bill McGladdery, Nominating Committee Chair

The Nominating Committee recommended that Glenniss Indreland remain serving as the TAC Chair and that Katie Grice remain serving as the TAC Vice Chair.

Bill McGladdery moved to accept the recommendation of Glenniss Indreland as TAC Chair and Katie Grice as TAC Vice-Chair. Kenneth Ryan seconded. Motion passed.

NEW BUSINESS

Items brought up for new business included:

- *The Montana Tourism Charter*—Rhonda Fitzgerald gave an overview of what the intention of it was. She said that it was meant to define what tourism is for Montana and the guiding principles that support it. She said that sustainability of the tourism product in Montana is important and crosses over many sectors from the landscape to businesses and infrastructure. Discussion followed to possibly review the charter and make updates so that it more relevant and current.
- *TAC Meeting Value*—Glenniss said that in an effort to ensure that the TAC meetings are valuable to all that participate, she would welcome feedback.

UPCOMING TAC MEETINGS

- February 4-5, 2019—Helena (Delta Hotels by Marriott—Colonial Hotel)
- June 10-11, 2019—Helena (Helena Regional Airport)
- October 7-8, 2019—Helena (Location TBD)

ADJOURNMENT

The meeting was adjourned at 11:24 a.m.