

**TOURISM ADVISORY COUNCIL
DELTA HOTELS by MARRIOTT—HELENA COLONIAL
2301 COLONIAL DR
HELENA, MT
FEBRUARY 4, 2019**

Persons may address the Tourism Advisory Council in person at the Department of Commerce, 301 S. Park Ave, Helena, MT. 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, Executive Assistant, Montana Office of Tourism, 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. The Council may take action on any item listed on the agenda.

Monday, February 4, 2019—(Capitol Room)

8:30 **Call to order, Introductions, New Business**—Glenniss Indreland, Chair

Changes to the Agenda

Consent Agenda

All matters listed hereunder collectively constitute a consent agenda, and 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.

- September 24-25, 2018 TAC Meeting Minutes

Action: Consider a motion to approve the minutes of the September 24-25, 2018 TAC meeting.

8:45 **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.

9:15 **TAC Member Roundtable**

Updates from Tourism Advisory Council members on tourism related activities in their areas.

10:00 **Break**

10:15 **TAC Committee Reports**

- Executive Committee—Glenniss Indreland, Chair
 - Overview of TAC Executive Committee Meeting
- Marketing Committee—Katie Grice, Chair
 - Audits and updates to Region/CVB Marketing Plan Budgets

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

- Region/CVB Rules & Regulations committee recommendation for changes

- Research Committee—Rhonda Fitzgerald, Chair

Action: Consider a motion to approve FY20 Research Project recommendations.

11:15 **ITRR Update/New Reports**—Dr. Norma Nickerson, Director, ITRR

- BBER Outlook
- 2018 Preliminary Non-Resident Economic Impact
- Outfitter/Guide Economic Impact Study review
- Motorcycle Study preliminary results and overview

- 12:00 **Lunch**
- 1:00 **MOTBD Updates—MOTBD Staff**
- Jenny Pelej—Division Administrator, MOTBD
 - Eastern MT Initiative—Jan Stoddard and Raylee Honeycutt
 - FY19 Tourism Grants—Michele Cushman
 - Made in Montana—Jan Stoddard
 - Governor’s Conference on Tourism & Recreation—Kev Campbell
 - Tribal Tourism—Carla Lott
- 3:00 **Break**
- 3:15 **MOTBD Updates, Continued—**
- Research—Ben Gill
 - Arrivalist Dashboard
 - Marketing Warm Season Results—Raylee Honeycutt
 - FY20 JV Program Rollout—Nick Johnson, Hoffman York
- 5:00 **Adjourn**

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 January 28, 2018 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.