

**TOURISM ADVISORY COUNCIL MEETING
HELENA AIRPORT—(Meeting Room on 2nd Floor)
2850 MERCER LOOP, HELENA, MT 59602
JUNE 11-12, 2018**

Persons may address the Tourism Advisory Council in person at the Helena Regional Airport, 2850 Mercer Loop, 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, 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.

SUNDAY, June 10, 2018

1:00—5:00 Region/CVB set-up for presentations of marketing plans

MONDAY, June 11, 2018

8:30 **Call to order, Introductions**—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.

- Approval of April 15, 2018 TAC Meeting Minutes
- Update to definition of quorum in TAC Operating Policy

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.

8:55 **TAC Member Roundtable**

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

9:30 **Committee Reports**

- Executive Committee—Glenniss Indreland, Chair
 - Nominating committee for October meeting
 - Recognition of Departing TAC members (if any)
- Research—Rhonda Fitzgerald, Chair
- Marketing—Katie Grice, Chair

10:00 **Break**

- 10:15 **Region/CVB Marketing Plan Presentations**—Katie Grice, Chair, Marketing Committee
Presentations from booths for the following Region and CVBs:
- Yellowstone Country
 - Belgrade
 - Big Sky
 - Bozeman
 - Gardiner
 - Livingston
 - Red Lodge
 - West Yellowstone
- 11:45 **Action:** Consider a motion to approve each marketing plan/budget proposal
- 12:00 **Lunch**
- 1:15 **Region/CVB Marketing Plan Presentations**—Katie Grice, Chair, Marketing Committee
Presentations from booths for the following Regions and CVBs
- Southeast Montana
 - Billings
 - Glendive
 - Miles City
 - Southwest Montana
 - Butte
 - Dillon
 - Helena
 - Missouri River Country
 - Sidney
- 3:00 **Action:** Consider a motion to approve each marketing plan/budget proposal
- 3:30 **Recess**
- 5:00 **Reception/Evening Event**—An Evening at Gates of the Mountains including a boat ride and dinner. Transportation will be provided. Buses will be leaving from the Comfort Suites at 4:15 p.m. and the boat tour will be boarding at 5:00 p.m. (*Sponsored by the Helena CVB, Southwest MT and other partners.*)

TUESDAY, June 12, 2018—

- 8:00 **Call to order**—Glenniss Indreland, Chair
- 8:05 **MOTBD Updates**
- MOTBD FY18 Budget Overview – Sean Becker, MOTBD Division Administrator
 - Informational Updates—Jan Stoddard, MOTBD Industry Services & Outreach
 - Overview of upcoming winter marketing—Jenny Pelej, Marketing Bureau, MOTBD
 - Film Office Update—Allison Whitmer, Film Commissioner
 - Tribal Tourism Update—Carla Lott, Tribal Tourism Officer
- 9:30 **Break**

9:45 **Region/CVB Marketing Plan Presentations**—Katie Grice, Chair, Marketing Committee
Presentations from booths for the following Regions and CVBs

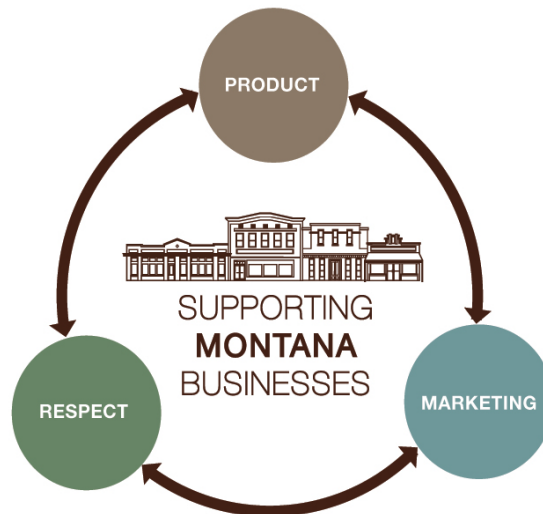
- Central Montana
- Great Falls
- Havre

- Glacier Country
- Kalispell
- Missoula
- Whitefish

11:00 **Action:** Consider a separate motion to acknowledge the Havre CVB
Action: Consider a motion to approve each marketing plan/budget proposal

11:30 **Upcoming Meetings/Future Meeting Discussion/Speakers/Topics**

11:45 **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 June 4, 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.