

**TOURISM ADVISORY COUNCIL  
GREAT NORTHERN HOTEL  
835 GREAT NORTHERN BLVD  
HELENA, MT  
SEPTEMBER 24-25, 2018**

*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](mailto: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, September 24, 2018—(Western Star and Empire Rooms)**

- 8:00           **TAC Meeting 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.*
- June 11-12, 2018 TAC Meeting Minutes  
*Action: Consider a motion to approve the minutes of the June 11-12, 2018 TAC meeting.*
- 8:15           **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.*
- 8:30           **TAC Member Roundtable**  
Updates from Tourism Advisory Council members on tourism related activities in their areas.
- 9:15           **TAC Committee Reports**
- Executive Committee—Glenniss Indreland, Chair
    - Overview of TAC Retreat
  - Marketing Committee—Katie Grice, Chair  
*Action: Consider a motion to approve audits and any updates to Region/CVB Marketing Plan Budgets.*
  - Research—Rhonda Fitzgerald, Chair
- 10:00           **Break**
- 10:15           **ITRR Update/New Reports—Dr. Norma Nickerson, Director, ITRR**
- 11:00           **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
- 11:45           **Governor’s Office of Outdoor Recreation Update—Rachel VandeVoort**
- 12:15           **Lunch**

- 1:15           **MOTBD Updates**—MOTBD Staff
- MOTBD Budget Update—Casey Lozar, MOTBD Division Administrator and Sean Becker, Bureau Chief, Business Assistance Bureau
  - MOTBD/ISO Updates—Jan Stoddard, Bureau Chief, Industry Services & Outreach
    - Calendar and Critical Dates
    - Marketing Method Evaluations—Barb Sanem and Kev Campbell
    - FWP AIS PSA's
  - Montana Film Office Updates—Allison Whitmer, Film Commissioner
  - Tribal Tourism—Carla Lott, State Tribal Tourism Officer
- 3:00           **Break**
- 3:15           **MOTBD Updates, Continued**—MOTBD Staff
- Marketing Presentation—Jenny Pelej
- 4:30           **Recess**
- 5:00           **Reception**—Please join us for an evening at Lewis & Clark Brewery. We will be set up in the Stone Room, but feel free to explore this unique venue. Drink tickets and food from Bad Betty's BBQ will be provided.

**TUESDAY, September 25, 2018—**

- 8:30           **Call to order**—Glenniss Indreland, Chair
- 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)
- 11:00          **Election of Officers**—Bill McGladdery, Nominating Committee Chair
- 11:30          **New Business**
- 12:00          **Adjournment**
- Upcoming Meetings**
- February 4-5, 2019—Helena (Location TBD)
  - June 10-11, 2019—Helena (Location TBD)
  - October 7-8, 2019—Helena (Location TBD)

*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 September 17, 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.*