

**TOURISM ADVISORY COUNCIL
VARIOUS LOCATIONS (noted below)
HELENA, MT
OCTOBER 1-3, 2017**

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.

Sunday, October 1, 2017—(Sleeping Giant Room at the Comfort Suites, 3180 Washington St.)

1:00—5:00 **TAC Retreat—**

- Ice Breaker
- High Level Discussions (Vision/Strategy/Overview of TAC Roles)
- Wrap Up and Next Steps

5:30—8:30 **TAC Research Committee Meeting**

Monday, October 2, 2017—(Rooms 226-228 at the Department of Commerce Building, 301 S Park Ave.)

8:30—11:00 **STED (State Tribal Economic Development) Commission meeting w/TAC members**

- Intros
- Overview of goal for meeting outcome
 - Short term goals
 - Long term goals

1:00 **TAC Meeting Call to order, Introductions, New Business—Bill McGladdery, 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.

1:15 **Approval of Minutes**

- June 6-7, 2016 TAC Meeting Minutes
Action: Consider a motion to approve the minutes of the June 6-7, 2016 TAC meeting.

1:20 **TAC Member Roundtable**

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

2:00 **TAC Committee Reports**

- Executive Committee—Bill McGladdery, Chair
 - Overview of TAC retreat
 - Overview of Meeting with STED Commission
- Marketing Committee—Glenniss Indreland, Chair
Action: Consider a motion to approve FY17 audits.
- Research—Rhonda Fitzgerald, Chair

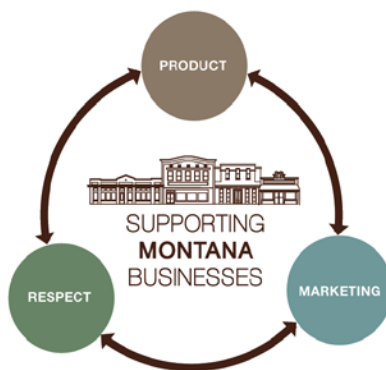
2:30 **Public Comment**

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.

- 2:45 **Break**
- 3:00 **Working Effectively with Social Media Influencers**—(Panel Discussion)
- 5:00 **Recess**
- 5:30—7:30 **Evening Event**—Join us for an evening at the Myrna Loy Center. Hors D'oeuvres and beverages will be served.

TUESDAY, October 3, 2017—(Rooms 226-228 DOC)

- 8:30 **Call to order**—Bill McGladdery, Chair
Marketing Committee, Continued—Glenniss Indreland, Chair
- 8:45 **MOTBD Updates**—MOTBD Staff
 - MOTBD Budget Update (Sean Becker)
 - MOTBD/ISO Updates (Jan Stoddard)
 - Governor’s Conference on Tourism & Recreation (Dan Iverson)
 - Made in Montana Program (Lonie/Erinn)
 - Tribal Tourism (Heather Sobrepena-George)
 - Montana Film Office Updates (Allison Whitmer)
 - Marketing Presentation (Jenny Pelej)
 - Research Update (Joe Ramler)
- 10:00 **Updates and Introductions**
 - Pat Doyle, Montana State Parks
 - Rachel Vandervoort, Office of Outdoor Recreation
- 10:15 **ITRR Update/New Reports**—Dr. Norma Nickerson, Director, ITRR
- 10:30 **Break**
- 10:45 **Voices of Tourism Update**—Dax Schieffer, Voices of Montana Tourism
- 11:15 **Election of Officers**—Rhonda Fitzgerald and Kim Holzer
- 11:30 **Adjournment**
- Upcoming Meetings**
 - April 2018—Prior to Governor’s Conference on Tourism, Big Sky, MT
 - June 11-12, 2018—Helena, MT



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 29, 2017 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.