

TOURISM ADVISORY COUNCIL MEETING

OCTOBER 6, 2020

(Please note: Due to COVID-19 concerns and restrictions, this meeting will be conducted via GoToWebinar. Registration info coming soon!)

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.

TUESDAY, OCTOBER 6, 2020

8:00 **Call to order, Introductions/Role Call**—Katie Grice, Chair

Changes to the Agenda

Consent Agenda

All matters listed hereunder collectively constitute a consent agenda 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 8, 2020 TAC Meeting Minutes
- TAC Member Roundtable Comments

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.

8:20 **TAC Committee Reports and Updates**

- Executive Committee—Katie Grice, Chair
 - Overview of TAC Retreat
- Marketing Committee—Rachel Gregg, Chair
 - Action: Consider a motion to approve audits and any updates to Region/CVB Marketing Plan Budgets.
- Research—Rhonda Fitzgerald, Chair
- Heritage Commission Update—Jeff Ewelt

9:00 **MOTBD Updates**—MOTBD Staff

- **Welcome from Commerce Director Tara Rice**
- **Budget Reports and Outlook Discussion**
 - Lodging Tax Collection Update
 - FY21 MOTBD Budget Report
 - MOTBD Forecast Model Review
 - FY21 Outlook Discussion
- **Industry Services and Outreach Bureau**
 - Organizational overview
 - FY21 Calendar of critical dates
 - Made in Montana and Taste our Place/Agritourism updates
 - Tourism grants program update

- **Marketing Bureau**
 - Organizational overview
 - Warm Season review and discussion
 - Program updates
 - Film office update
- **Research and Information Services Bureau**
 - Research updates and dashboard review
 - Census report
- **Tribal Tourism Update**
- **Additional Reports**
 - Eastern Montana Initiative Project
 - CARES Tourism Safety Grant update

12:00

Recess

1:00

Call to order/Role Call—Katie Grice, Chair

1:15

COVID Update and Safety Information—Dr. Holzman, State Medical Officer

1:45

Panel Discussion—Industry Sector Updates and FY21 Forecast

- Dax Scheiffer—Voices of Montana Tourism
 - Montana community tourism updates
- Stuart Doggett—Montana Lodging & Hospitality Association
 - Lodging and legislative updates
- Roth Jordan—Montana Ale Works
 - Montana Retail and Restaurant Association
- Brian Sprenger—Bozeman Yellowstone International Airport
 - Montana airports/airline industry
- Rachel Schmidt —Montana Office of Outdoor Recreation
 - Outdoor recreation industry updates
- Mac Minard—Montana Outfitters & Guides Association
 - Outfitting industry
- Pat Doyle—Montana State Parks
 - State parks and FWP updates
- Gina Kerzman—Glacier National Park
 - National Parks forecast and updates
- Joe Alexander —U.S. Forest Service
 - U.S. Forest updates

4:00

Election of Officers—Bill McGladdery, Nominating Committee Chair

4:10

Upcoming Meetings/Future Meeting Discussion/Speakers/Topics

- February 8-9, 2021—Helena

4:30

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 September 30, 2020 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.