

TAC Research Committee Meeting October 5, 2020 2:00 p.m.—4:00 p.m.

In this pandemic year, we will be changing our research committee agenda for the October TAC meeting. On Monday October 5th, we will zoom from 2:00-4:00 as a mini-retreat of the research committee to discuss research priorities for FY22. Unlike typical years, we will not discuss or prioritize research projects from others around the state at this meeting.

ITRR, along with all bed tax dependent organizations, have been hit hard by the loss of travel. How hard remains to be seen. Therefore, our plan of action is to wait until we know how Q3 ends up before we even decide if it is wise to send out a 'call for research ideas' around the state. At our retreat we will discuss the following:

- Quick summary of on-going and completed research from ITRR for FY19 and FY20.
- Discussion (and possible approval) of the yearly research projects conducted by ITRR. These include:
 - Quarterly nonresident Travel and Recreation study
 - Yearly economic impacts and 2022 outlook
 - Tourism and Recreation monitoring
 - ITRR data mining
 - Emerging issues
- A round-robin discussion of what you envision as Montana's current tourism and recreation research needs. This should be based on the weathering of the pandemic, economic recovery, and other factors that have changed the course of everything in the past 7 months. Please come to the meeting with your ideas written down.
- A discussion about a research and data plan moving forward; opportunities and challenges.
- Agree on another meeting date in December and/or January. The December/January meeting will be held to update the committee on where things are and what the next steps will be for project approval. Depending on the information at that time, ITRR will have either sent out a research call which the committee will then prioritize the projects, OR, we will prioritize and approve projects decided at the October meeting (if the revenue forecast is abysmal).

Thanks for your time!

The Zoom address this meeting is:

<https://umontana.zoom.us/j/93402482950?pwd=cTczUWJyL1ZMTkd6cFowSnB0VHFZdz09> [umontana.zoom.us]

Meeting ID: 934 0248 2950

Passcode: 115958

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