

TOURISM ADVISORY COUNCIL MEETING MINUTES
JUNE 12-13, 2017
HAVRE, MT

COUNCIL MEMBERS PRESENT

Bill McGladdery, Chair—Butte
Glenniss Indreland, Vice Chair—Big Sky
Tami Burke—Glasgow
Rhonda Fitzgerald—Whitefish

Rachel Gregg—Missoula
Katie Grice—Big Sky
Kim Holzer—Stanford
Lindzy Roth—Glasgow

Brian Sprenger—Belgrade
Alger Swingley—Babb
Steve Wahrlich—Billings

COUNCIL MEMBERS NOT PRESENT

Matt Ellis—Missoula
Patricia McGlynn—Kalispell

DEPT. of COMMERCE (DOC) and MT OFFICE OF TOURISM & BUSINESS DEVELOPMENT (MOTBD) STAFF

Pam Haxby-Cote—Director, DOC
Sean Becker—Administrator, MOTBD
Jan Stoddard—Bureau Chief, Industry Services & Outreach
Teresa Adams—Communications Specialist
Erinn Donnell—Marketing Coordinator, Made in Montana

Daniel Iverson—Communications Manager
Carmen Levick—Tourism Outreach Coordinator
Jenny Pelej—Bureau Chief, Marketing
Barb Sanem—Compliance Specialist

MONDAY, JUNE 12, 2017

CALL TO ORDER, INTRODUCTIONS, NEW BUSINESS

Council Chair, Bill McGladdery called the meeting of the Tourism Advisory Council (TAC) to order at 10:00 a.m. Introductions of Council members, Montana Office of Tourism & Business Development (MOTBD) staff and the audience followed.

CHANGES TO THE AGENDA

There were no changes to the agenda.

APPROVAL OF MINUTES

- October 4, 2016 TAC Meeting Minutes
 - February 13, 2017 TAC Meeting Minutes
- Rhonda Fitzgerald moved to approve the minutes. Brian Sprenger seconded. Motion passed.

PUBLIC COMMENT

No public comment was given.

TAC MEMBER ROUNDTABLE

Updates and information of happenings in Montana were given by TAC members. Discussion included:

- Fort Peck Lake is a big draw for fishing NE Montana (Missouri River Country).
- The agriculture industry in Eastern Montana is struggling due to drought.
- As bicycle tourism continues to grow in Montana, Glasgow has put a bike camp just off Hwy 2 which is along the Adventure Cycling northern route.
- Bozeman area doing well with strong growth due to added flights.

- New hotels, restaurants and retail in Kalispell.
- Tribal tourism is being discussed to get more engagement from the tribes to help growth with projects and tourism opportunities.
- Missoula is expecting a strong concert/music market due to the addition of new venues.
- Big Sky had a strong winter season and the summer season is off to a busy start.
- Butte is in the midst of their festival season (Including Montana Folk Festival, An Ri Ra, Evel Knievel Days, etc.) There is also a big focus on outdoor recreation in the Butte area.
- Glacier area has added over 325 new rooms and three more hotels are breaking ground to build.
- Whitefish is adding a new parking structure which will add 212 spaces in the downtown area.
- Bicycle shuttles are available for Glacier Park from Whitefish.
- Running races are a draw for the Big Sky area.
- The solar eclipse on August 21 is expected to bring a lot of people to the Southwest part of MT for viewing.
- Lodging numbers are down in Billings and Eastern Montana.
- Billings will be hosting the NAIA women's basketball tournament in 2019.
- Travel is up in the Great Falls and Central Montana region.
- New hotels are being built in Great Falls.

MONTANA OFFICE OF TOURISM & BUSINESS DEVELOPMENT (MOTBD) UPDATE—MOTBD Staff

Montana Office of Tourism & Business Development (MOTBD) updates and budget information was given. If you would like to receive the Friday Flash news and updates, please email Carmen Levick at CLevick@mt.gov.

REGION/CVB MARKETING PLAN PRESENTATIONS

The Regions and CVBs gave an oral presentation of their marketing plan and budget. The Marketing Committee met prior to the TAC meeting to discuss the marketing plans and made their recommendations to the full council.

Glacier Country—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Alger Swingley seconded. Motion passed.

Kalispell CVB— Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Katie Grice seconded. Motion passed.

Missoula CVB—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Lindzy Roth seconded. Motion passed.

Whitefish CVB—Rachel Gregg moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Tami Burke seconded. Rhonda Fitzgerald abstained. Motion passed.

Central Montana— Alger Swingley moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Katie Grice seconded. Motion passed.

Great Falls CVB—Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Steve Wahrlich seconded. Motion passed.

Missouri River Country—Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Lindzy Roth seconded. Tami Burke abstained. Motion passed.

Sidney CVB—Rachel Gregg moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Steve Wahrlich seconded. Motion passed.

Southwest Montana—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Alger Swingley seconded. Motion passed.

Butte CVB—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Katie Grice seconded. Motion passed.

Dillon CVB—Alger Swingley moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Kim Holzer seconded. Motion passed.

Helena CVB—Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rachel Gregg seconded. Motion passed.

COMMITTEE REPORTS BY RESPECTIVE CHAIRS

Marketing Committee/Audits—Glenniss Indreland, Chair

The Marketing Committee recommended final approval for the following audits:

Butte (FY15): Approval as submitted with uncommitted funds on hand of \$79,544.00.

Steve Wahrlich moved to approve the recommendation. Brian Sprenger seconded. Motion passed.

Butte (FY16): Approval as submitted with uncommitted funds on hand of \$0.00.

Kim Holzer moved to approve the recommendation. Lindzy Roth seconded. Motion passed.

Dillon (FY16): Approval as submitted with uncommitted funds on hand of \$126.24.

Steve Wahrlich moved to approve the recommendation. Alger Swingley seconded. Motion passed.

Glendive (FY15): Approval as submitted with uncommitted funds on hand of \$7,712.01.

Lindzy Roth moved to approve the recommendation. Tami Burke seconded. Motion passed.

Glendive (FY16): Approval as submitted with uncommitted funds on hand of \$24,320.53.

Steve Wahrlich moved to approve the recommendation. Alger Swingley seconded. Motion passed.

Miles City (FY15): Approval as submitted with uncommitted funds on hand of \$18,394.20.

Brian Sprenger moved to approve the recommendation. Katie Grice seconded. Motion passed.

Miles City (FY16): Approval as submitted with uncommitted funds on hand of \$376.08.

Kim Holzer moved to approve the recommendation. Lindzy Roth seconded. Motion passed.

Missoula (FY16): Approval as submitted with uncommitted funds on hand of \$495.59.

Alger Swingley moved to approve the recommendation. Rhonda Fitzgerald seconded. Motion passed.

Red Lodge (FY15): Approval as submitted with uncommitted funds on hand of \$13,024.27.

Steve Wahrlich moved to approve the recommendation. Alger Swingley seconded. Motion passed.

Red Lodge (FY16): Approval as submitted with uncommitted funds on hand of \$1,436.04.

Rachel Gregg moved to approve the recommendation. Alger Swingley seconded. Motion passed.

Sidney (FY15): Approval as submitted with uncommitted funds on hand of \$60,537.31.

Alger Swingley moved to approve the recommendation. Katie Grice seconded. Motion passed.

Sidney (FY16): Approval as submitted with uncommitted funds on hand of \$48,522.52.

Alger Swingley moved to approve the recommendation. Brian Sprenger seconded. Motion passed.

Executive Committee—Bill McGladdery, Chair

Bill stated that the TAC is supposed to have a member to serve on the Heritage Commission Board and asked for volunteers. Alger Swingley said that he would be willing to do so.

Three TAC members' terms are expiring July 1, 2017. Bill said that Glenniss Indreland and Steve Wahrlich will apply for re-appointment but that Matt Ellis does not intend to apply for re-appointment. The TAC is requesting that new appointments will include more representation from Southeast Montana or Missouri River Country.

Rhonda Fitzgerald and Kim Holzer will serve as the nominating committee and will have a recommendation for the full Council at the October 2017 meeting.

Research Committee—Rhonda Fitzgerald, Chair

Non-resident data collection continues and other studies are in progress. All research project information can be found at the ITRR website at www.itrr.umt.edu.

MEETING RECESSED

TUESDAY, JUNE 13, 2017

Bill McGladdery called the meeting to order at 8:00 a.m. He thanked the reception sponsors and hotel staff for their hospitality.

TOURISM MARKETING UPDATE—Jenny Pelej, MOTBD Marketing Bureau Chief

A recap of the FY17 summer and winter campaigns was given. Also shown was an overview of the FY18 consumer marketing plan including seasonal and social media campaigns for national and regional markets.

REGION/CVB MARKETING PLAN PRESENTATIONS (CONTINUED)

The Regions and CVBs gave an oral presentation of their marketing plan and budget. The Marketing Committee met prior to the TAC meeting to discuss the marketing plans and made their recommendations to the full council.

Southeast Montana—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rachel Gregg seconded. Motion passed.

Billings CVB—Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Alger Swingley seconded. Motion passed.

Glendive CVB—Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Tami Burke seconded. Motion passed.

Miles City CVB—Katie Grice moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as revised with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Brian Sprenger seconded. Motion passed.

Yellowstone Country—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Lindzy Roth seconded. Motion passed.

Belgrade CVB—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rachel Gregg seconded. Motion passed.

Big Sky CVB—Katie Grice moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Kim Holzer seconded. Glenniss Indreland abstained. Motion passed.

Bozeman CVB—Katie Grice moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Steve Wahrlich seconded. Motion passed.

Gardiner CVB—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Brian Sprenger seconded. Motion passed.

Livingston CVB—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Lindzy Roth seconded. Motion passed.

Red Lodge CVB—Tami Burke moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rachel Gregg seconded. Motion passed.

West Yellowstone CVB—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Kim Holzer seconded. Motion passed.

UPCOMING TAC MEETINGS

- October 2-3, 2017—Helena (Location TBD)

FUTURE MEETING DISCUSSION/TOPICS/SPEAKERS

Requests and suggestions for discussion for future meetings included:

- Panel discussion—Influencers and how to work with them
- Air B & B and similar online lodging options—start the conversation ahead of next legislative session

ADJOURNMENT

The meeting was adjourned at 12:30 p.m.