



COMMERCE

TOURISM ADVISORY COUNCIL MEETING

Nov. 6, 2025

AGENDA

This meeting will be offered via Zoom Webinar.

https://mt-gov.zoom.us/webinar/register/WN_I-pbcCrIScmu1p2gV-PinA

After registering, you will receive a confirmation email containing information about joining the webinar.

Persons may address the Tourism Advisory Council (TAC) via the Zoom. Persons may address the Council on any action item listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period as indicated on the agenda. Committee meetings and Tourism Advisory Council meetings are open to the public.

8:30 a.m. | Closed Meeting

9:00 a.m. | Call to Order, Joan E. Kronebusch, Vice Chair

- Opening Remarks, Department of Commerce
- TAC Roll Call & Introductions, Joan E. Kronebusch, Vice Chair
 - Welcome to new and re-appointed TAC Members
- June 3-4, 2025 Meeting Minutes, Joan E. Kronebusch, Vice Chair
 - Action: *Consider a motion to approve the meeting minutes*

9:30 a.m. | Public Comment, Joan E. Kronebusch, Vice Chair

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 action item on the agenda.

9:35 a.m. | Elections

- Action: Consider a motion to elect the TAC Chair and Vice-Chair

9:50 a.m. | TAC Committee Reports

- Rules and Procedures, Joan E. Kronebusch
- Research, Brooke Erb
- Montana Heritage Commission, Brooke Erb
- Tribal Tourism, Lailani Upham
- Marketing committee, Joan E. Kronebusch
 - Budget increase requests
 - Action: *Consider motion to approve committee recommendations on Region/CVB budget increase requests*
- Committee Assignments, Joan E. Kronebusch
 - Executive Committee
 - Marketing Committee
 - Rules and Procedures Committee
 - Research Committee
 - Tribal Tourism

Adjournment