

TOURISM ADVISORY COUNCIL MEETING OCTOBER 3-4, 2022

This meeting will be offered in person or via Zoom:

In person: Holiday Inn Downtown, 200 S Pattee, Missoula, MT

Zoom: Information on joining the meeting via Zoom can be found [HERE](#).

Persons may address the Tourism Advisory 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.

MONDAY, OCTOBER 3, 2022

1:00 **Call to order, Introductions**—Alicia Harvey, Interim Chair
Changes to the Agenda

1:05 **Election of Officers**—Steve Wahrlich
Action: Consider a motion to nominate and elect Chair and Vice-Chair for the next year.

1:10 **Approval of Minutes**

- June 13-14, 2022 TAC Meeting Minutes
- July 7, 2022 TAC Meeting Minutes

1:15 **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.

1:30 **TAC Member Roundtable**

2:00 **TAC Committee & Other Industry Reports**

- Executive Committee—Alicia Harvey
- Rules & Procedures Committee—Alicia Harvey
- Research Committee—Steve Wahrlich
- Montana Heritage Commission (MHC) Report—Jeff Ewelt
- Marketing Committee—Alicia Harvey

Action: Consider a motion to approve audits and any updates to Region/CVB Marketing Plan Budgets.

2:45 **Break**

3:00 **DOC/Brand MT/Business MT Updates**—

- **DOC Legal**
 - Open Meeting Laws
 - Legislative Participation for Board and Council Members
- **Brand MT**—Jenny Pelej, Administrator, Brand MT
 - Budget and Fund Balance
- **Office of Tourism**—Jan Stoddard, MT Office of Tourism Bureau Chief
 - Tourism Strategy Update
 - FY23 Calendar of Critical Dates
 - Made in Montana Program
 - Tourism Grant Program
 - Eastern Montana Initiative

- **Marketing**—
 - Campaign review—Haley Walter, Campaign Manager
 - Social—Jacquie Garcia, Social Media Manager
 - Earned Media—Nicole Gonzalez, Earned Media Manager
 - Content—Kate Vigeland, Content Manager
- **Film Office**—Allison Whitmer, Film Commissioner
- **Tribal Tourism**—Rachelle Brown, Tribal Tourism Officer
- **Flood Response**
 - Grants—Jan Stoddard
 - Marketing—Haley Walter
- **Research**—Ben Gill/Jim Auer
- **Resiliency Planning Update**

5:15 **Recess**

5:30 **Reception/Evening Event**—Join us at the Zootown Arts Community Center (ZACC) in downtown Missoula for a reception hosted by Destination Missoula. *Hors D'oeuvres and beverages will be served.*

TUESDAY, OCTOBER 4, 2022

8:30 **Call to order**—Alicia Harvey, Interim Chair

8:35 **ITRR Update/New Reports**—Melissa Weddell, PhD, Director, ITRR

9:30 **Voices of Montana Update**—Dax Schieffer

10:30 **Montana Housing Task Force**—Senator Ellie Boldman (D) – SD45

11:15 **Montana Lodging & Hospitality Update**—Stuart Doggett

11:45 **Upcoming Meetings/Future Meeting Discussion/Speakers/Topics**

- **February 6, 2023**
- **June 5-6, 2023**
- **October 2-3, 2023**

12:00 **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 28, 2022 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.