

TOURISM ADVISORY COUNCIL MEETING MINUTES
JUNE 10-11, 2019
HELENA, MT

COUNCIL MEMBERS PRESENT

Glenniss Indreland, Chair—Bozeman	Rhonda Fitzgerald—Whitefish	Brian Sprenger—Belgrade
Katie Grice, Vice Chair—Big Sky	Rachel Gregg—Missoula	Alger Swingley—Great Falls
Tami Burke—Glasgow	Sandi Luckey—East Helena	Sandra Thares—Great Falls
Lindzy Roth—Kalispell	Bill McGladdery—Butte	Steve Wahrlich—Billings
Jeff Ewelt—Billings	Dr. Kenneth Ryan—Poplar	

COUNCIL MEMBERS NOT PRESENT

Patricia McGlynn—Kalispell Joe Willauer—Twin Bridges

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

Tara Rice—Director, DOC	Susan Joy—Made in Montana Program Manager
Jan Stoddard— Bureau Chief, ISO	Carmen Levick—Tourism Outreach Coordinator
Key Campbell—Business Development Specialist	Barb Sanem—Compliance Specialist
Dan Iverson—Communications Specialist	Kate Siberell—Marketing & Communications Coordinator
Todd Jackson—DOC Communications	

MONDAY, JUNE 10, 2019

CALL TO ORDER, INTRODUCTIONS

Council Chair Glenniss Indreland called the meeting of the Tourism Advisory Council (TAC) to order at 8:07 a.m. Introductions of Council members, Montana Office of Tourism & Business Development (MOTBD) staff and the audience followed.

CHANGES TO THE AGENDA

- Report on the Montana Heritage Commission was added under “Committee Reports”
- Marketing plan presentation for Missouri River Country moved to 10:15

Bill McGladdery moved to approve changes to the agenda. Brian Sprenger seconded. Motion passed.

CONSENT AGENDA

- Approval of April 3, 2019 TAC Conference Call Meeting Minutes
- Approval of April 11, 2019 TAC Conference Call Meeting Minutes

Steve Wahrlich moved to adopt the consent agenda. Rachel Gregg seconded. With no request to remove an item from the consent agenda, the consent agenda was adopted.

PUBLIC COMMENT

Legislation—Steve Wahrlich gave a recap of a few legislative items. He said SJ24 “Interim study of lodging facility use tax” passed. The Economic Affairs Committee will be reviewing the use of lodging tax dollars. He stated that this is an opportunity to promote what these dollars do for the state. He also commented that with the passing of SB338 “Provide for construction of the Montana Heritage Center and create museum grants”, there will be a TAC member appointed to help with museum grants.

Montana Outdoor Heritage Project—Dave Chadwick with the MT Wildlife Federation talked about the Montana Outdoor Heritage Project which is a collaboration of Montana citizens, small businesses, conservation and recreation groups, and local communities interested in conserving, maintaining, and investing in our water, wildlife, working lands, and shared outdoor way of life. Glenniss urged TAC members to take the on-line survey for the Montana Outdoor Heritage Project.

Lieutenant Governor Mike Cooney—Lieutenant Governor Cooney said that Governor Bullock and himself appreciate how important tourism is to the State of Montana. He thanked all the tourism partners for what they do to work with communities across the state on improving the tourism product there is to offer.

TAC MEMBER ROUNDTABLE

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

- Kalispell hosted a Spartan Race, which brought in about 7,000 participants.
- New lodging facilities are planned in several communities including Belgrade, Bozeman, Kalispell and Missoula.
- Yellowstone National Park visitation up 1% YTD.
- Missoula is growing and planning for the second phase of the downtown master plan.
- Billings occupancy has shown an increase for the last 8 months.
- Yellowstone Hot Springs is thriving.
- The Bozeman TBID (Tourism Business Improvement District) is partnering with Belgrade and Three Forks.
- Big Sky has a busy summer season with a robust schedule of events, meetings and conventions.
- Butte is busy with multiple events. Attractions such as the Berkley Pit and new water park are also bringing visitors to the area.
- Whitefish had a record year for snow and growing winter season.
- Sustainable master plan with the city of Whitefish making tourism a part of the economy.
- Columbia Falls now qualifies as a resort tax community.
- Sidney hosted the state swim meet and will host the Montana Tavern Association meetings in September.
- Air service continues to grow across the state. Several airports currently under renovation.
- Construction for several new schools in Helena.
- Photojournalists/influencers highlighting many things in Southeast Montana.
- Tribal and cultural updates included the Wolf Point Wildhorse Stampede, 116th annual Assiniboine Pow Wow and a 5-mile walking path to see the buffalo herd on the Ft. Peck reservation with historic educational component which will be marketed to schools for field trip opportunities.

Lieutenant Governor Mike Cooney—Lieutenant Governor Cooney commented that the 2020 census is very important to Montana and asked that everyone take the time to fill out the online, phone or mailed forms. For every person not counted \$20,000 (\$2,000/year for 10 years) is lost to the state for roads, education, medical and federal funding. He stated that these services are very important to tourism and outdoor recreation.

COMMITTEE REPORTS BY RESPECTIVE CHAIRS

Executive Committee—Glenniss Indreland, Chair

Glenniss read the following statement on behalf of the TAC regarding the April 3, 2019 TAC meeting via conference call:

- *“On behalf of the TAC, the executive committee acknowledges that some of the conversation at the April 3 meeting could have been handled better. In the absence of Miles City CVB Executive Director, John Laney, the larger conversation directed towards previous marketing plans and compliance for the Miles City CVB might better have occurred in his presence. John, your work as Executive Director of the Miles City CVB is important to Montana’s close-knit tourism group. We value our relationship with you and the CVB.”*

The TAC will try harder in the future to direct our comments at organizations, not individuals. The TAC aspires to work together with industry organizations and MOTBD to ensure continual growth while maintaining compliance and accuracy of distributed bed tax dollars. We look forward to continuing productive relationships with the Miles City CVB, and all other organizations.”

Glenniss gave an overview of the updated TAC Operating Policy, stating that it is a consolidated document of the previous operating policy, committee summary and job descriptions.

Rhonda Fitzgerald moved to approve the updated TAC Operating Policy. Dr. Kenneth Ryan seconded. Motion passed.

Glenniss announced that herself, Rhonda Fitzgerald and Bill McGladdery will serve as the nominating committee for the election of officers. They will make their recommendations to the full Council at the October 7-8, 2019 meeting. She also acknowledged that there were six TAC members whose terms were expiring on July 1, 2019 (Lindzy Brunson, Rhonda Fitzgerald, Rachel Gregg, Katie Grice, Bill McGladdery and Patricia McGlynn). She stated that all are applying to be reappointed

Research Committee—Rhonda Fitzgerald, Chair

Rhonda said that ITRR has been working on an Eastern MT data growth project adding a resident and non-resident surveys. Rhonda also announced that ITRR has hired new staff for maintaining interactive data on the ITRR website. All research project information can be found at the ITRR website at www.itrr.umt.edu.

Marketing Committee/Rules & Regulations Updates—Katie Grice, Chair

Katie said that the call to approve marketing plans was great and she looks forward to continued strides to make the marketing plan process more efficient. She said the revision of the Region/CVB Rules & Regulations was completed on June 5, 2019.

Heritage Commission Update—Jeff Ewelt, TAC Representative on the Heritage Commission Board

Jeff said that there are now gas pumps in Virginia City and that the living history program in Nevada City has more volunteers than ever. He also said that the block party at Reeder's Alley was successful.

SIDNEY CVB FY19 EXTENDED MARKETING PLAN AND BUDGET—

Due to reduced lodging tax collections in Sidney, the Sidney CVB no longer meets the criteria to be a CVB starting July 1, 2019. The TAC is allowing them to extend their contract through June 30, 2020 to use the remaining lodging tax funds allocated in their FY19 marketing plan and budget.

Rachel Gregg moved to approve the extension of the Sidney CVB contract through June 30, 2020. Jeff Ewelt seconded. Motion passed.

FY20 REGION/CVB MARKETING PLAN PRESENTATIONS

Presentations of marketing plans the following Region and CVBs were given:

Missouri River Country—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$119,558. Alger Swingley seconded. Motion passed.

Glacier Country—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$1,900,000. Lindzy Brunson seconded. Motion passed.

Kalispell—Tami Burke moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$140,000. Glenniss Indreland seconded. Motion passed.

Missoula—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$318,816. Brian Sprenger seconded. Motion passed.

Whitefish—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$150,000. Jeff Ewelt seconded. Rhonda Fitzgerald abstained. Motion passed.

Central Montana—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$331,164. Lindzy Brunson seconded. Motion passed.

Great Falls—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$153,152. Rachel Gregg seconded. Motion passed.

Havre—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$21,292. Tami Burke seconded. Motion passed.

Yellowstone Country—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$1,705,263. Brian Sprenger seconded. Motion passed.

Belgrade—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$55,020. Tami Burke seconded. Motion passed.

Bozeman—Jeff Ewelt moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$287,267. Lindzy Brunson seconded. Motion passed.

Gardiner—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$47,015. Glenniss Indreland seconded. Motion passed.

Livingston—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$29,000. Brian Sprenger seconded. Motion passed.

Red Lodge—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with \$24,003. Jeff Ewelt seconded. Motion passed.

West Yellowstone—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$381,854. Rachel Gregg seconded. Motion passed.

Southeast Montana—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$601,000. Rhonda Fitzgerald seconded. Motion passed.

Billings—Jeff Ewelt moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$364,281. Lindzy Brunson seconded. Motion passed.

Glendive—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$41,600. Tami Burke seconded. Motion passed.

Miles City—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$37,446. Glenniss Indreland seconded. Motion passed.

MEETING RECESSED

TUESDAY, JUNE 11, 2019

Council Chair, Glenniss Indreland called the meeting of the Tourism Advisory Council (TAC) to order at 8:05 a.m. Dr. Kenneth Ryan provided a greeting in native language Assiniboine.

ITRR UPDATE/NEW REPORTS

—Dr. Norma Nickerson, Director, ITRR and Jeremy Sage, Economist and Associate Director, ITRR

Norma and Jeremy reviewed several projects that are underway or coming up. They also gave an overview of recent research reports published by ITRR such as the “2018 Economic Contribution of Nonresident Travel Spending in Montana Travel Regions and Counties”. For more information, visit <http://itrr.umt.edu/Publications/recent-findings.php>.

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

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

FY20 REGION/CVB MARKETING PLAN PRESENTATIONS

Presentations of marketing plans the following Region and CVBs were given:

Southwest Montana—**Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$503,877. Motion passed.**

Butte—**Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$169,575.76. Steve Wahrlich seconded. Discussion followed.** The use of lodging tax for retail research which was a project outlined by the Butte CVB that would use \$26,000 of their budget was discussed. Concerns were that lodging tax should be used for marketing vs giving the money to a research firm. The TAC elected to not approve this project.

Steve Wahrlich moved to approve the current budget and marketing plan with the stipulation to replace the \$26,000 for the Buxton Study with another project to be submitted to the Marketing Committee for final approval. Tami Burke seconded. Glenniss Indreland and Steve Wahrlich withdrew the original motion. Motion passed.

Dillon—**Jeff Ewelt moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$80,719.25. Lindzy Brunson seconded. Motion passed.**

Helena—**Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$136,350. Sandi Luckey seconded. Motion passed.**

Big Sky—**Tami Burke moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$395,998. Rhonda Fitzgerald seconded. Motion passed.**

UPCOMING TAC MEETINGS/FUTURE MEETING DISCUSSION, SPEAKERS AND TOPICS

- October 6-8, 2019—Helena
 - October 6—TAC Retreat and Research Committee Meeting (Comfort Suites Hotel)
 - October 7-8—TAC Meeting (Montana Club)
- February 10-11, 2020—Helena (Location TBD)
- June 8-9, 2020—Helena (Location TBD)

SUGGESTIONS FOR TOPICS AT THE UPCOMING FALL MEETING:

- With all the metrics being used across the board by the organizations—possibly have something from the marketing committee to review and present more info to the full council.
- Strategic Plan
- Dashboard for metrics
- Retreat could address strategic planning
- Workforce development

ADJOURNMENT

The meeting was adjourned at 12:15 p.m.