

TOURISM ADVISORY COUNCIL MEETING MINUTES

JUNE 6-7, 2016

BUTTE, MT

COUNCIL MEMBERS PRESENT

Bill McGladdery, Chair—Butte

Glenniss Indreland, Vice Chair—Big Sky

Mark Anderlik—Missoula

Tami Burke—Glasgow

Rhonda Fitzgerald—Whitefish

Katie Grice—Big Sky

Kim Holzer—Stanford

Stan Ozark—Glasgow

Brian Sprenger—Belgrade

Alger Swingley—Babb

Steve Wahrlich—Billings

Amber Wood-Jensen—Butte

COUNCIL MEMBERS NOT PRESENT

Matt Ellis—Missoula

MONTANA DEPARTMENT OF COMMERCE (DOC) STAFF

Sean Becker—Administrator, MOTBD

Carmen Levick—Tourism Outreach Coordinator

Daniel Iverson—Communications Manager

Barb Sanem—Industry Program/Compliance Specialist

MONDAY, JUNE 6, 2016

CALL TO ORDER, INTRODUCTIONS, NEW BUSINESS

Council Chair, Bill McGladdery called the meeting of the Tourism Advisory Council (TAC) to order at 8:00 a.m. Introductions of Council members, Montana Office of Tourism & Business Development (MOTBD) staff and the audience followed.

CHANGES TO THE AGENDA

The ITRR report was moved from the morning of June 7, 2016 agenda to the afternoon of June 6, 2016.

APPROVAL OF MINUTES

- April 10, 2016 TAC Meeting Minutes

Rhonda Fitzgerald moved to approve the minutes. Mark Anderlik 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:

- Over Memorial Day weekend, the booking window for Expedia went from 30 days to about 5-7 days for National Park areas. The average window for booking remains at about 30 days.
- Glacier National Park is bracing for a record year with it being the National Park's centennial celebration. Non-stop shuttle service from Whitefish to Glacier National Park will be available four times per day and will connect to the Glacier Park Shuttle for passengers not wanting to drive.
- Billings and Southeast Montana regional collections were down for the 1st quarter of 2016.
- Big Sky had a record breaking winter season and projections for the summer season are strong.
- Butte is in the midst of their festival season (Including Montana Folk Festival, An Ri Ra, Evel Knieval Days, etc.) There is also a big focus on outdoor recreation in the Butte area.
- Fort Peck Lake is a big draw for tourism in NE Montana (Missouri River Country). The Governor's Cup Walleye tournament brings a lot of people to the area. Glasgow is looking to incorporate a bike camp as bicycle tourism continues to grow in Montana.
- Bozeman seasonal direct flight to and from Dallas is up and running is now in service

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.

Central Montana—Mark Anderlik 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. Brian Sprenger seconded. Motion passed.

Great Falls CVB—Amber Wood-Jensen 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— 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. Tami Burke seconded. Motion passed.

Sidney CVB—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. Brian Sprenger seconded. Motion passed.

Southwest Montana—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. Rhonda Fitzgerald seconded. Amber Wood-Jensen abstained. Motion passed.

Dillon CVB—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. Bill McGladdery 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. Steve Wahrlich seconded. Amber Wood-Jensen abstained. Motion passed.

Helena CVB—Amber Wood-Jensen 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.

Southeast Montana—Bill McGladdery 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. Mark Anderlik seconded. Motion passed.

Billings 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. Brian Sprenger seconded. Motion passed.

Glendive CVB—Tami Burke 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. Bill McGladdery seconded. Motion passed.

Miles City CVB—Bill McGladdery 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. Amber Wood-Jensen seconded. Motion passed.

Belgrade 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. Katie Grice seconded. Motion passed.

Big Sky CVB—Mark Anderlik 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. Amber Wood-Jensen seconded. Glenniss Indreland abstained. Motion passed.

Bozeman 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. Amber Wood-Jensen 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. Katie Grice seconded. Motion passed.

Livingston CVB—Tami Burke 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. Mark Anderlik seconded. Motion passed.

Red Lodge CVB—Mark Anderlik 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. Rhonda Fitzgerald seconded. Motion passed.

West Yellowstone CVB—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. Tami Burke seconded. Motion passed.

COMMITTEE REPORTS BY RESPECTIVE CHAIRS

Executive Committee—Bill McGladdery, Chair

Discussion at the Executive Committee meeting included:

- Legislative issues—Discussion including Air B&B (zoning laws, bed tax collections, health inspections)
- Site selection for future TAC meetings—Glenniss Indreland and Marysue Costello will work with MOTBD staff to reviewing current criteria for bidding/hosting a meeting.
- Nominating Committee—Amber Wood-Jensen, Mark Anderlik and Kim Holzer will serve as the nominating committee to make a recommendation for new officers at the October meeting.

Marketing Committee/Audits—Glenniss Indreland, Chair

Changes to the Region/CVB Rules & Regulations that were approved by the Council at the April 10, 2016 meeting are now under legal review at the Department of Commerce. They will then be submitted to be updated in the Montana Administrative Rules.

Research Committee—Rhonda Fitzgerald, Chair

New data including the 2016 Quarter one non-resident report builder and the 2015 economic impact numbers is now available. 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.

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

Montana Office of Tourism & Business Development (MOTBD) updates were given. For updates and news, you can sign up for the monthly newsletter here: <http://www.montanatourismnews.org/>

ITRR UPDATES/NEW REPORTS—Dr. Norma Nickerson, Director, ITRR

Norma gave an overview of the non-resident spending study “The Importance of Traveler Spending on Locally Produced Goods and Services”. The study shows that non-resident visitor groups will spend an average of \$298.63 per day on locally produced goods and services, but non-Made-in-Montana spender groups average about \$113.90 per day. You can find the full report at http://scholarworks.umt.edu/itrr_pubs/321/.

TUESDAY, JUNE 7, 2016

Bill McGladdery called the meeting to order at 8:30 a.m. He thanked the reception sponsors and hotel staff for their hospitality.

VOICES OF MONTANA TOURISM UPDATES— Dax Schieffer, Director, Voices of Montana Tourism

Dax gave an overview of the work and mission of Voices of Montana Tourism. They are focused on education and outreach to talk about the economic impact and the importance of tourism in Montana. For more information please visit <http://www.voicesoftourism.com/>.

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.

Glacier Country—Amber Wood-Jensen 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.

Kalispell 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. Amber Wood-Jensen seconded. Motion passed.

Missoula 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. Tami Burke seconded. Motion passed.

Whitefish CVB—Steve Wharlich 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. Brian Sprenger seconded. Rhonda Fitzgerald abstained. Motion passed.

UPCOMING TAC MEETINGS

Due to conflicts with other events, proposal was made to move the June 2017 meeting to the second Monday/Tuesday of that month. Rhonda Fitzgerald moved to change the dates of the June 2017 meeting from June 5-6 to June 12-13. Amber Wood-Jensen seconded. Motion passed.

- October 3-4, 2016—Gardiner (Location TBD)
- June 12-13, 2017—Location TBD

FUTURE MEETING DISCUSSION/TOPICS/SPEAKERS

Request was made to have a strong marketing focus at the October 2016 meeting.

ADJOURNMENT

The meeting was adjourned at 10:00 a.m.