

**TOURISM ADVISORY COUNCIL MEETING MINUTES**  
**JUNE 8, 2020**  
**GoToWebinar Virtual Meeting**

**COUNCIL MEMBERS PRESENT**

Katie Grice, Chair—Big Sky	Rhonda Fitzgerald—Whitefish	Brian Sprenger—Bozeman
Rachel Gregg, Vice Chair—Missoula	Alicia Harvey—Bozeman	Alger Swingley—Great Falls
Lindzy Brunson--Kalispell	Bill McGladdery—Butte	Steve Wahrlich—Billings
Tami Burke—Glasgow	Patricia McGlynn—Kalispell	Joe Willauer—Twin Bridges
Jeff Ewelt—Billings	Sabre Moore—Ekalaka	

**COUNCIL MEMBERS NOT PRESENT**

Jeff Ewelt—Billings	Sandi Luckey—East Helena	Dr. Kenneth Ryan--Poplar
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**DEPT. OF COMMERCE (DOC) and MT OFFICE OF TOURISM & BUSINESS DEVELOPMENT (MOTBD) STAFF**

Jan Stoddard—ISO Bureau Chief	Susan Joy—Made in Montana Program Manager
Kim Birrell—International Travel Trade Coordinator	Carmen Levick—Tourism Outreach Coordinator
Key Campbell—Business Development Specialist	Joe Ramler—Senior Economist
Ben Gill—Research Economist	Barb Sanem—Compliance Specialist
Marlee Iverson—Interim Marketing Bureau Chief	Kate Siberell—Content Marketing Coordinator

**MONDAY, JUNE 8, 2020**

**CALL TO ORDER, INTRODUCTIONS**

Council Chair Katie Grice called the meeting of the Tourism Advisory Council (TAC) to order at 8:00 a.m. Roll call of Council members, Tourism Regions and CVBs, Montana Office of Tourism & Business Development (MOTBD) staff and other attendees followed.

**CHANGES TO THE AGENDA**

There were no changes to the agenda.

**CONSENT AGENDA**

- Approval of the February 10 TAC Meeting Minutes

**Steve Wahrlich moved to approve the February 10 TAC meeting minutes. Joe Willauer seconded. Motion passed.**

Katie also acknowledged the following items as part of the consent agenda.

- TAC Member Roundtable Comments
- MOTBD Reports

**With no request to remove an item from the consent agenda, the consent agenda was adopted.**

**PUBLIC COMMENT**

Letter from Marysue Costello—Wendy Swenson read a letter from Marysue Costello as she recently retired from the West Yellowstone CVB. Marysue thanked the Department, MOTBD and the TAC for the honor of being awarded the 2020 Montana Tourism Legacy Award.

Congratulations to Katie Grice—Bill McGladdery acknowledged Katie Grice for the work she does as the TAC chair and congratulated her on earning her MBA.

## **TAC COMMITTEE REPORTS**

### **Executive Committee**—Katie Grice, Chair

Katie said that the Executive Committee is appreciative of the work everyone is doing to work better together and collaborate on both public and private levels. They also value the conversations with the Regions and CVBs surrounding best practices. She said that the hope is to create a sustainable future for all by continuing discussions, looking into resources for data and taking advantage of joint venture opportunities.

**LIVINGSTON BUSINESS IMPROVEMENT DISTRICT**—Katie asked for a motion to for the TAC to formally recognize the Livingston Business Improvement District as the Livingston CVB.

**Rhonda Fitzgerald moved to recognize the Livingston Business Improvement District as the designated Convention & Visitors Bureau for Livingston which would be consistent with the Montana Code Annotated (MCA) 15-65-101 Definitions (6) "Nonprofit convention and visitors bureau" means a nonprofit corporation organized under Montana law and recognized by a majority of the governing body in the city, consolidated city-county, resort area, or resort area district in which the bureau is located."** Rhonda stated that the Livingston City Council has identified the Livingston Business Improvement District (LBID) as the designee to be the CVB for Livingston. **Rhonda moved that her motion includes a stipulation that the LBID receive their formal federal non-profit status prior to July 1, 2021. Tami Burke seconded. Motion passed.**

### **FY21 REGION/CVB MARKETING PLAN PRESENTATIONS**—Rachel Gregg, Chair

Presentations of marketing plans and budgets from the following Regions and CVBs were given. The Marketing Committee recommended final approval as submitted and/or amended.

**Southwest Montana**—**Joe Willauer moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$320,607. Lindzy Brunson seconded. Discussion followed.**

After the motion and second was made for the Southwest Montana marketing plan approvals, Glenniss Indreland asked for clarification that with the motions and approvals would come the stipulation that the Marketing Committee has the authority to review changes in the marketing plans. Rachel Gregg said that is true and explained that there is also a change in the timeline for the marketing plan reviews and budget changes. She stated that there will be a second review later in the year as the Regions/CVBs are working with unknown budgets and collections with constantly shifting strategies due to COVID-19. The Marketing Committee will be working with the Regions and CVBs to review any changes to the marketing plans that will require major budget adjustments. Rachel commented that the Marketing Committee has authority to approve those changes on behalf of the full council, and that no action from the Council is needed at that time.

Jan Stoddard stated that an accurate number for lodging tax collections for the summer will not be known until November. Once the Department of Commerce receives that report from the Department of Revenue, the numbers will be sent to the Regions and CVBs so they can review their budgets and make and necessary changes. She reiterated that the Marketing Committee has the authority to approve and additional marketing methods as well as any changes to the bottom line on the budgets on behalf of the full Council, stating that this was a change in the Region and CVB Rules and Regulations in an effort to streamline the process. She also stated that while the Marketing Committee can review and approve these things, there will still be an update given to the full Council at the February 2021 meeting summarizing the changes that were made. The approvals today will be used for the FY21 contracts for the Regions and CVBs beginning July 1, 2020.

**With no further discussion, motion passed.**

**Butte**—**Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$202,602. Tami Burke seconded. Motion passed.**

Dillon—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$19,500. Joe Willauer seconded. Motion passed.

Helena—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$100,000. Patricia McGlynn seconded. Motion passed

Central Montana—Tami Burke moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$200,000. Alger Swingley seconded. Motion passed.

Great Falls—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$96,739. Katie Grice seconded. Motion passed.

Havre—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$18,300. Bill McGladdery seconded. Motion passed.

Glacier Country—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$2,341,000. Brian Sprenger seconded. Motion passed.

Kalispell—Alicia Harvey moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$118,000. Sabre Moore seconded. Motion passed.

Destination Missoula—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$343,169. Patricia McGlynn seconded. Motion passed.

Whitefish— Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$78,000. Bill McGladdery seconded. Rhonda Fitzgerald abstained. Motion passed.

Missouri River Country—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$150,000. Rhonda Fitzgerald seconded. Motion passed.

Yellowstone Country—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$1,960,197. Steve Wahrlich seconded. Motion passed.

Belgrade—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$18,320. Alger Swingley seconded. Motion passed.

Visit Big Sky—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$395,888. Sabre Moore seconded. Motion passed.

Bozeman—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$200,000. Bill McGladdery seconded. Alicia Harvey abstained. Motion passed.

Gardiner—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$45,101. Patricia McGlynn seconded. Motion passed.

Livingston—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$17,500. Glenniss Indreland seconded. Motion passed.

Red Lodge—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$13,750. Sabre Moore seconded. Motion passed.

West Yellowstone—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$300,658. Alger Swingley seconded. Motion passed.

Visit Southeast Montana—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$507,223.

Visit Billings—Lindzy Brunson moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$225,150. Glenniss Indreland seconded. Motion passed.

Glendive—Patricia McGlynn moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$42,461. Bill McGladdery 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 \$53,883. Glenniss Indreland seconded. Motion passed.

#### **UPCOMING TAC MEETINGS/FUTURE MEETING DISCUSSION, SPEAKERS AND TOPICS**

- October 5-6, 2020—Helena (Location TBD)
- February 8-9, 2021—Helena (Great Northern Best Western)

#### **ADJOURNMENT**

The meeting was adjourned at 4:00 p.m.