

**TOURISM ADVISORY COUNCIL MEETING
SUMMARY OF ACTION ITEMS
JUNE 14-15, 2021
Meeting Via Zoom and In-Person**

COUNCIL MEMBERS PRESENT (In-Person)

Katie Grice, Chair—Big Sky	Rhonda Fitzgerald—Whitefish	Patricia McGlynn—Kalispell
Rachel Gregg, Vice Chair—Missoula	Nicolle Fugere—Fort Benton	Sabre Moore—Ekalaka
Lindy Brunson—Kalispell	Alicia Harvey—Bozeman	Brian Sprenger—Bozeman
Tami Burke—Glasgow	Glenniss Indreland—Bozeman	Steve Wahrlich—Billings
Jeff Ewelt—Billings	Bill McGladdery—Butte	Joe Willauer—Twin Bridges

COUNCIL MEMBERS NOT PRESENT

Chris Dantic—Glendive	Lane Spotted Elk—Lame Deer	Alger Swingley—Great Falls
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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
Kev 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 14, 2021

Council Chair Katie Grice called the meeting of the Tourism Advisory Council (TAC) to order at 8:00 a.m.

ACTION ITEMS:

Consent Agenda:

- Approval of the October 6, 2020 TAC Meeting Minutes

Brian Sprenger moved to adopt the consent agenda. Bill McGladdery seconded. With no request to remove an item from the consent agenda, the consent agenda was adopted.

FY22 Region/CVB Marketing Plan/Budget Presentations:

Marketing Committee Chair Rachel Gregg said that the Marketing Committee recommended final approval of the following audits as submitted and/or amended.

Steve Wahrlich moved for the TAC to not approve the FY22 marketing plans and budgets for the tourism Regions and CVBs until the Montana Office of Tourism has a plan in place. Rhonda Fitzgerald seconded the motion but stated that it was to open it for discussion only and that she didn't support the motion. Discussion followed. Motion failed.

Yellowstone Country—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$2,001,465. Brian Sprenger seconded. Steve Wahrlich opposed. Motion passed.

Belgrade CVB—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$37,500. Glenniss Indreland seconded. Steve Wahrlich opposed. Motion passed.

Visit Big Sky—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$434,153. Alicia Harvey seconded. Steve Wahrlich opposed. Motion passed.

Bozeman CVB—Katie Grice moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$313,269. Patricia McGlynn seconded. Steve Wahrlich opposed. Alicia Harvey abstained. Motion passed.

Gardiner CVB—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$111,333. Katie Grice seconded. Steve Wahrlich opposed. Motion passed.

Livingston CVB—Sabre Moore moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$31,794. Steve Wahrlich abstained. Motion passed.

Red Lodge CVB—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$29,080. Patricia McGlynn seconded. Steve Wahrlich opposed. Motion passed.

West Yellowstone CVB—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$398,793. Glenniss Indreland seconded. Steve Wahrlich opposed. Motion passed.

Missouri River Country—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$193,234. Glenniss Indreland seconded. Steve Wahrlich opposed. Motion passed.

Visit Billings—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$351,000. Katie Grice seconded. Steve Wahrlich opposed. Motion passed.

Miles City CVB—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$42,500. Patricia McGlynn seconded. Steve Wahrlich opposed. Motion passed.

Visit Southeast Montana—Sabre Moore moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$608,460. Bill McGladdery seconded. Steve Wahrlich opposed. Jeff Ewelt abstained. Motion passed.

Southwest Montana—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$537,780. Bill McGladdery seconded. Steve Wahrlich opposed. Motion passed.

Butte CVB—Joe Willauer moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$187,100. Brian Sprenger seconded. Steve Wahrlich opposed. Motion passed.

Dillon CVB—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$57,600. Rhonda Fitzgerald seconded. Steve Wahrlich opposed. Motion passed.

Helena CVB—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$110,000. Patricia McGlynn seconded. Steve Wahrlich opposed. Motion passed.

Central Montana—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$325,000. Katie Grice seconded. Steve Wahrlich opposed. Motion passed.

Great Falls CVB—Alicia Harvey moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$150,000. Joe Willauer seconded. Steve Wahrlich opposed. Motion passed.

Meeting recessed at 5:45 p.m.

TUESDAY, JUNE 15, 2021

Council Chair Katie Grice called the meeting of the Tourism Advisory Council (TAC) to order at 8:00 a.m.

Glacier Country—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$2,500,000. Glenniss Indreland seconded. Steve Wahrlich opposed. Motion passed.

Kalispell CVB—Alicia Harvey moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$155,000. Bill McGladdery seconded. Steve Wahrlich opposed. Motion passed.

Destination Missoula—Patricia McGlynn moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$297,938. Katie Grice seconded. Steve Wahrlich opposed. Rachel Gregg abstained. Motion passed.

Whitefish CVB—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval as submitted with a budget of \$126,905. Alicia Harvey seconded. Steve Wahrlich opposed. Rhonda Fitzgerald abstained. Motion passed.

ADJOURNMENT

The meeting was adjourned at 12:30 p.m.