

**TOURISM ADVISORY COUNCIL MEETING
SUMMARY OF ACTION ITEMS
FEBRUARY 8, 2021
Zoom Virtual Meeting**

COUNCIL MEMBERS PRESENT

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

COUNCIL MEMBERS NOT PRESENT

Lane Spotted Elk—Lame Deer Alger Swingley—Great Falls

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, FEBRUARY 8, 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. Glenniss Indreland seconded. With no request to remove an item from the consent agenda, the consent agenda was adopted.

Research Projects:

Research Committee Chair Rhonda Fitzgerald presented the following FY22 projects with a total cost of \$750,497.00. The Research Committee recommended for approval from the full Tourism Advisory Council.

- Quarterly Nonresident Travel and Recreation Analysis
- 2021 Economic Impacts and 2021 Outlook
- Tourism and Recreation Monitoring
- ITRR Data Mining
- Emerging Issues
- Survey Kits
- Resident Attitudes
- Data Visualization & Research Collaboration
- Understanding the New Visitor
- Understanding Public Land Use and Abuses

Rachel Gregg moved to approve the recommendation from the Research Committee for research projects. Joe Willauer seconded. Motion passed.

FY20 Audits:

Marketing Committee Chair Rachel Gregg said that the Marketing Committee recommended final approval of the following audits as submitted:

Glacier Country—Steve Wahrlich moved to approve the FY20 Glacier Country audit as submitted with \$0.00 remaining in uncommitted tax funds on hand. Patricia McGlynn seconded. Motion passed.

Southeast Montana—Joe Willauer moved to approve the FY20 Southeast Montana audit as submitted with \$0.17 remaining in uncommitted tax funds on hand. Sabre Moore seconded. Motion passed.

Southwest Montana—Steve Wahrlich moved to approve the FY20 Southwest Montana audit as submitted with \$0.02 remaining in uncommitted tax funds on hand. Jeff Ewelt seconded. Motion passed.

Bozeman CVB—Alicia Harvey moved to approve the FY20 Bozeman CVB audit as submitted with \$0.00 remaining in uncommitted tax funds on hand. Joe Willauer seconded. Motion passed.

Butte CVB—Brian Sprenger moved to approve FY20 Butte CVB audit as submitted with \$0.39 remaining in uncommitted tax funds on hand. Nicolle Fugere seconded. Motion passed.

Dillon CVB—Joe Willauer moved to approve the FY20 Dillon CVB audit as submitted with \$0.96 remaining in uncommitted tax funds on hand. Sabre Moore seconded. Motion passed.

Glendive CVB—Jeff Ewelt moved to approve the FY20 Glendive CVB audit as submitted with \$0.64 remaining in uncommitted tax funds on hand. Sabre Moore seconded. Motion passed.

Havre CVB—Glenniss Indreland moved to approve the FY20 Havre CVB audit as submitted with \$0.00 remaining in uncommitted tax funds on hand. Brian Sprenger seconded. Motion passed.

Kalispell CVB—Bill McGladdery moved to approve the FY20 Kalispell CVB audit as submitted with \$28.22 remaining in uncommitted tax funds on hand. Lindzy Brunson seconded. Motion passed.

Miles City CVB Brian Sprenger moved to approve the FY20 Miles City CVB audit as submitted with \$0.00 remaining in uncommitted tax funds on hand. Glenniss Indreland seconded. Motion passed.

Destination Missoula—Bill McGladdery moved to approve the FY20 Destination Missoula audit as submitted with \$0.00 remaining in uncommitted tax funds on hand. Alicia Harvey seconded. Motion passed.

ADJOURNMENT

The meeting was adjourned at 4:30 p.m.