

**TOURISM ADVISORY COUNCIL MEETING
SUMMARY OF ACTION ITEMS
JUNE 5-6, 2023
Meeting Via Zoom and In-Person**

COUNCIL MEMBERS PRESENT

Alicia Harvey, Chair—Bozeman	Haylie Shipp—Glasgow	Steve Wahrlich—Billings
Mike Johnson, Vice-Chair—Butte	Nicolle Fugere—Fort Benton	
Chris Dantic--Glendive	Joan E. Kronebusch—Conrad	
Glenniss Indreland—Bozeman	Sabre Moore—Ekalaka	
Paul Makarechian—Bozeman	Jeff Ewelt-Billings	

COUNCIL MEMBERS NOT PRESENT

Nathan St. Goddard—Browning

DEPT. OF COMMERCE (DOC) and BRAND MT STAFF

Scott Osterman—DOC Director	Barb Sanem—Compliance Specialist
Susan Joy—Made in Montana Program Manager	Mitch Staley—Communications Director
Rachel Mullen—Tourism Outreach Coordinator	Rachelle Brown—Tribal Tourism Officer
Alana Cunningham—Public Relations Specialist	
Todd Jackson—Marketing/Public Relations Specialist	
Anna Marie Moe—Deputy Division Administrator	

MONDAY, JUNE 5, 2022

Council Chair Alicia Harvey called the meeting of the Tourism Advisory Council (TAC) to order at 11:00 a.m.

ACTION ITEMS:

Consent Agenda:

- Approval of the February 6, 2023, TAC Meeting Minutes
- Changes to the Agenda
- Marketing Committee Audit Approval
- Recognition of Eligibility for New DMOs

Approval of the February 6, 2023, TAC Meeting Minutes

Nicolle Fugere moved to accept the approval of the February 6, 2023, TAC Meeting Minutes. Jeff Ewelt seconded. Motion passed.

Changes to the Agenda

Mike Johnson called to move the Glendive budget report to follow Miles City's budget report. **Steve Wahrlich moved to accept this amendment. Glenniss Indreland seconded. Motion passed.**

Marketing Committee Audit Approval:

Marketing Committee Chair Mike Johnson stated that the Marketing Committee recommended final approval of the following audits as submitted for Havre FY21, FY22, and Closeout Audits.

Joan E. Kronebusch moved to accept the Havre FY21, FY22, and Closeout Audits. Chris Dantic seconded. Motion passed.

Recognition of Eligibility for New DMOs:

Marketing Committee Chair Mike Johnson recommended the full Council formally recognize three DMOs, two are new and one returning. **Joan E. Kronebusch moved to formally recognize the three new eligible DMOs. Chris Dantic seconded the motion. Motion passed.**

- Anaconda
- Columbia Falls
- Havre

Yellowstone Country—Steve Wahrlich moved to approve the recommendation from the Marketing Committee for final approval of Yellowstone Country’s plans and budgets as submitted. Jeff Ewelt seconded. Motion passed.

- Yellowstone Country with a budget of \$3,049,141
- Belgrade with a budget of \$77,236
- Bozeman with a budget of \$605,272
- Gardiner with a budget of \$44,341
- Livingston with a budget of \$61,600
- Red Lodge with a budget of \$39,920
- West Yellowstone with a budget of \$437,982

Missouri River Country—Glenniss Indreland moved to approve the recommendation from the Marketing Committee for final approval of Missouri River Country’s plan and budget as submitted. Chris Dantic seconded. Motion passed.

- Missouri River Country with a budget of \$217,748

Southeast Montana—Steve Wahrlich moved to approve the recommendation from the Marketing Committee for final approval of Southeast Montana’s plans and budgets as submitted. Paul Makarechian seconded. Motion passed.

- Southeast Montana with a budget of \$946,154
- Billings with a budget of \$492,483
- Miles City with a budget of \$42,907
- Glendive with a budget of \$28,653

Meeting recessed at 5:30 p.m.

TUESDAY, JUNE 6, 2023

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

ACTION ITEMS:

Central Montana—Joan E. Kronebusch moved to approve the recommendation from the Marketing Committee for final approval of Central Montana’s plans and budgets as submitted. Chris Dantic seconded. Motion passed.

- Central Montana with a budget of \$477,317
- Great Falls with a budget of \$213,436
- Havre with a budget of \$20,538

Southwest Montana—Jeff Ewelt moved to approve the recommendation from the Marketing Committee for final approval of Southwest Montana’s plans and budgets as submitted. Steve Wahrlich seconded. Motion passed.

- Southwest Montana with a budget of \$966,721
- Anaconda with a budget of \$21,527
- Butte with a budget of \$192,349
- Dillon with a budget of \$42,437
- Helena with a budget of \$183,000

Glacier Country—Steve Wahrlich moved to approve the recommendation from the Marketing Committee for final approval of Glacier Country’s plans and budgets as submitted. Glenniss Indreland seconded. Motion passed.

- Glacier Country with a budget of \$4,846,000
- Columbia Falls with a budget of \$30,780
- Kalispell with a budget of \$260,000
- Missoula with a budget of \$524,911
- Whitefish with a budget of \$267,000

Big Sky—Steve Wahrlich moved to approve the recommendation from the Marketing Committee for final approval of Big Sky’s plan and budget as submitted with a budget of \$825,000. Jeff Ewelt seconded. Motion passed.

- Big Sky with a budget of \$825,000

ADJOURNMENT

The meeting was adjourned at 1:30 p.m.