# TOURISM ADVISORY COUNCIL

# MEETING MINUTES

# FEBRUARY 6, 2024

**COUNCIL MEMBERS PRESENT:**

Alicia Harvey, Chair—Bozeman

Mike Johnson, Vice-Chair—Butte

Haylie Shipp—Glasgow

Sabre Moore—Ekalaka

Joan E. Kronebusch—Conrad

Matt Gebo—Whitefish

Nathan St. Goddard—Browning

**COUNCIL MEMBERS NOT PRESENT**

Paul Makarechian—Bozeman

**DEPARTMENT OF COMMERCE STAFF:**

Paul Green—DOC Director

Jenny Pelej—Destination MT Division Administrator

Jamey Petersen—Director of Tourism

Rachel Mullen- Tourism Grant Program Specialist

Michele Cushman-Tourism Grant Program Supervisor

Alana Cunningham – Public Relations Specialist

Alex Burrows—Marketing & Operations Support

Susan Joy—Business Development

Patrick Holland-Stergar—Tourism Data Analyst

Barb Sanem—Compliance Specialist

**PUBLIC PRESENT:**

Alex Tyson—Billings

Brenda Maas—Southeast

# 

**Tuesday, February 6, 2024**

**1:58 Chair Harvey called the meeting to order at 9:00 a.m.**

**5:28 Chair Harvey called the roll for Board Members.**

**11:48 Approval of Minutes**

Sabre Moore moved to accept the approval of the October 3-4, 2023, TAC Meeting Minutes. Nathan St. Goddard Seconded. Motion passed.

**12:48 Changes to Agenda**

No changes to the agenda were made.

**13:05 Public Comment**

No public comment was made.

**14:15 Committee Reports**

Rules & Procedures Committee—Joan E. Kronebusch Committee Chair

*Action: Consider a motion to adopt the updated TAC Operating Policy*

Motion: Matthew Gebo—adopt the updated TAC Operating Policy.

Second: Sabre Moore

Committee Chair Kronebusch called for vote: All yes. Motion passed.

**23:06** Montana Heritage Commission (MHC) Report—Dr. Sabre Moore, TAC Representative for MHC

**24:25** Tribal Tourism Committee—Haylie Shipp and Nathan St. Goddard

**30:30** Marketing Committee—Mike Johnson, Committee Chair

*Action: Consider a motion to approve FY23 DMO audits*

Motion: Mike Johnson—approve the recommendation from the Marketing Committee for final approval of FY23 audits as submitted

Second: Haylie Ship

Vice Chair Mike Johnson called for vote: All yes. Motion Passed. Audits Approved

* Glacier Country with $0.72 remaining in Uncommitted Tax Funds on Hand.
* Southwest Montana with $0.79 remaining in Uncommitted Tax Funds on Hand.
* Belgrade DMO with $0.10 remaining in Uncommitted Tax Funds on Hand.
* Visit Big Sky with $0.03 remaining in Uncommitted Tax Funds on Hand.
* Bozeman DMO with $0.36 remaining in Uncommitted Tax Funds on Hand.
* Butte DMO with $0.54 remaining in Uncommitted Tax Funds on Hand.
* Glendive DMO with $0.48 remaining in Uncommitted Tax Funds on Hand.
* Helena DMO with $0.10 remaining in Uncommitted Tax Funds on Hand.
* Kalispell DMO with $0.11 remaining in Uncommitted Tax Funds on Hand.
* West Yellowstone DMO with $0.04 remaining in Uncommitted Tax Funds on Hand.

*Action: Consider a motion to approve FY24 Market Plan Budgets*

Motion: Mike Johnson—TAC consider motion to approve FY24 DMO budget increases.

Second: Sabre Moore

Vice Chair Mike Johnson called for vote: All yes. Motion Passed. Budget Increases Adopted

* Central Montana Request of a $24,860 Budget Increase
* Missouri River Country Request of a $21,266 Budget Increase
* Southwest Montana ***Amended*** Request of a $334,344 Budget Increase
* Yellowstone Country Request of a $334,000 Budget Increase
* Belgrade DMO Request of a $58,919 Budget Increase
* Bozeman DMO Request of a $31,992 Budget Increase
* Butte DMO Request of a $26,763 Budget Increase
* Glendive DMO Request of $965 Budget Increase
* Helena DMO Request of $52,000 Budget Increase
* Kalispell Request of $33,025 Budget Increase
* West Yellowstone Request of $38,343 Budget Increase

**Marketing Committee Meeting Updates**

**53:23** DMO Reporting Roundtable—Mike Johnson Marketing Committee Chair

**2:10:23** Research Committee— Melissa Weddell ITRR and Haylie Shipp, Committee Chair

*Action: Consider motion to approve recommendation from committee*

Motion: Haylie—Approve FY25 ITRR Research Projects.

Second:Sabre Moore

Haylie called for vote: All Yes. Motion Passed

**2:23:01 Department of Commerce**

**Destination MT**

Strategic Plan, ARMs, & Agency Update: Jenny Pelej/Jamey Petersen

Film—Allison Whitmer

**MARCOM**

Marketing Update—Mitch Staley

Business MT

Tribal Update—Rachelle Brown

**3:29:30 TAC Action Items**

Future Tuesday/Wednesday Meetings

June 4-5, 2024, Billings

October 8-9, 2024, Location TBD

February 4, 2025, Virtual

**3:50:45 Adjournment**

**Meeting adjourned at 12:50 p.m.**