

## TOURISM ADVISORY COUNCIL MEETING OCTOBER 3-4, 2023

**This meeting will be offered in person or via Zoom:**

**In person:** The Forge, 100 Union Ave., Anaconda, MT 59711

**Zoom:** Information on joining the meeting via Zoom can be found [HERE](#).

*Persons may address the Tourism Advisory Council via the Zoom virtual meeting or in-person. Persons may address the Council on any matter listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period as indicated on the agenda. Further information related to each agenda item, if any, can be obtained by contacting Rachel Mullen, Tourism Outreach Coordinator, Montana Office of Tourism, Brand MT, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email [rachel.mullen@mt.gov](mailto:rachel.mullen@mt.gov).*

### **AGENDA**

*All committee meetings and Tourism Advisory Council meetings are open to the public.*

#### **Tuesday, October 3, 2023**

- 10:00      **Call to order**—Alicia Harvey, Chair  
**Opening Remarks**—Scott Osterman  
**Roll Call**  
**Introductions**  
**Approval of Minutes**
  - June 5-6, 2023, TAC Meeting Minutes**Changes to the Agenda**
- 10:20      **Public Comment**  
*Please state your name and where you are from. This is the time to comment on matters falling within the purview of the Tourism Advisory Council. There will also be an opportunity for public comment on each agenda item.*
- 10:30      **Committee Reports**
  - Nominating Committee—Joan E. Kronebusch  
*Action: Consider a motion to approve nominations*
  - Rules & Procedures Committee—Alicia Harvey
  - Marketing Committee—Mike Johnson  
*Action: Consider a motion to approve audits*
- 11:00      **Brand MT**
  - SB 540 Five-Point Strategic Implementation Plan—Jenny Pelej & Jamey Petersen
- 12:00      **Lunch Break**
- 1:00      **Glacier National Park**
  - Ticketing System—Brandy Burke
  - Glacier National Park Call Center Collaboration—Jim McGowan
- 2:15      **Break**
- 2:30      **Coraggio Working Group**
- 5:00      **Recess**
- 6:00      **Reception at The Old Works Golf Course**

**WEDNESDAY, October 4, 2023**

- 8:00      **Call to Order**—Alicia Harvey, Chair  
**Roll Call**
- 8:05      **Institute for Tourism & Recreation Research**
  - Research Project Proposals—Melissa Weddell
- 9:00      **Industry Panel | Updates, Trends, & Concerns**
  - **Mike Johnson, TAC Vice Chair—Moderator**
    - Dax Schieffer, Executive Director, Voices of Montana Tourism
    - Diane Medler, Montana Travel Association
    - Allison Whitmer, Film Commissioner, Montana Film Office
    - Racene Freide, Tourism Matters to Montana
    - Whitney Bergmann, Montana Lodging & Hospitality Association
- 10:00      **Break**
- 10:15      **Brand MT**
  - Marketing Updates and Discussion—Mitch Staley
- 10:45      **Roundtable Discussions**
  - Committee Assignments and Chairs
  - 2023 DMO Plan Meeting Timeline Update
  - Future Board Trainings | Mentor Program
  - Future Tuesday/Wednesday Meetings
    - February 6<sup>th</sup>, 2024, Virtual
    - June 4-5, 2024, Billings
      - Board Retreat Ideas and Topics
    - October 8-9, 2024, Location TBD
- 12:00      **Adjournment**

*The Montana Office of Tourism makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in state government. Persons needing accommodations must notify Rachel Mullen no later than May 26, 2023, to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request. Note: Other than the meeting starting time, any time listed is approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.*