# 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

Taylor Tidwell—Tourism Outreach Coordinator

Mandy Rambo—Deputy Director

Katie Felde—Marketing Assistant

Nicole Gonzales—Earned Media Specialist

Norm Dwyer—Division Operations Supervisor

Olivia McManus—Tourism Systems Support

Rachelle Brown—Tribal Tourism Officer

Anna Marie Moe—Deputy Division Administrator

Kim Birrell—Travel Trade Manager

Kev Campbell—Media Incentive & Grant Specialist

Allison Whitmer—Film Commissioner

**PUBLIC PRESENT:**

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| Barbara Neilan |
| Briana Wolfe |
| Megan Elliott |
| Red Lodge VIC (Koby K) |
| Ashley Fulton |
| Racene Friede / DMO |
| Sherry Weamer |
| Nash Payne |
| Glendive Chamber / DMO |
| Debbie Picard |
| Carla Hunsley |
| Terese Petcoff |
| Megan Schultz - ITRR |
| Dax Schieffer |
| Rebecca Jones |
| Andrea Opitz |
| Laura Gadwa |
| Kattie Meyer |
| Callie Aschim | Helena CVB |
| Jenna Boltz |
| Robin Hoover / DMO |
| Rebecca Engum / DMO |
| Brad Niva-Visit Big Sky |
| Isabella Tonazzi |
| Alex Tyson |
| Brenda Maas / DMO |
| Dan Molloy |
| Sarah Bannon / DMO |
| Rachel Shouse |
| Julie Mullins |
| Kris King |
| Jessie Yeager |
| Mary Johnston |
| Diane Medler |
| Kali Gillette |
| John Laney |
| Tia Metzger |
| Baden Kowal |
| Angellica Street |
| Mackena Culley |
| Lynne Foland |
| Lucy Beighle |
| Carter Bermingham |
| Mary Johnston |
| AJ Addonisio |
| Maria Pochervina |
| Jim McGowan |
| Kara Grau |
| Brittany Bermes |
| Glenna Brown |
| Charity Rundle |
| Erica Lindsey |
| Katrina Wiese |
| Sam Offerdahl |
| Charity Rundle |
| Kelsey Frost |
| Megan Elliott |
| Matt Hammer |
| Stephanie Sorini |
| Amelia Kirt |
| Taylar Robbins |
| Elena Bigart |
| Chris Dantic |
| Kyrie Bussler |
| Maddie Sturcke |
| Tia Metzger |
| Laura Mitchell |
| Melissa Burns |
| Glenna Brown |
| Pat Doyle |
| Brian Gebhart |
| Hayden Sagmoe |
| Erika McGowan |
| Ronda Smith |
| Eve Byron |
| Caroline Strong |
| Richard Franco |
| Kattie Meyer |
| Kyle McGowan |
| Ronda Smith |
| Allison Robertson |
| Paula Serafino |
| Stacey Yates |
| Allison Robertson |
| Dan Molloy |
| Michelle Gunia |
| Brad Niva |
| Pat Doyle |
| Sam Offerdahl |

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**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.**