

TOURISM ADVISORY COUNCIL MEETING DRAFT MINUTES
JUNE 11-12, 2018
HELENA, MT

COUNCIL MEMBERS PRESENT

Glenniss Indreland, Chair—Big Sky
Katie Grice, Vice Chair—Big Sky
Jeff Ewelt—Billings
Rhonda Fitzgerald—Whitefish
Rachel Gregg—Missoula

Kim Holzer—Stanford
Bill McGladdery—Butte
Patricia McGlynn—Kalispell
Lindzy Roth—Kalispell
Dr. Kenneth Ryan—Poplar

Brian Sprenger—Belgrade
Alger Swingley—Great Falls
Sandra Thares—Great Falls
Steve Wahrlich—Billings

COUNCIL MEMBERS NOT PRESENT

Tami Burke—Glasgow

DEPT. OF COMMERCE (DOC) and MT OFFICE OF TOURISM & BUSINESS DEVELOPMENT (MOTBD) STAFF

Pam Haxby-Cote—Director, DOC
Sean Becker—Administrator, MOTBD
Jan Stoddard—Bureau Chief, Industry Services & Outreach
Kev Campbell—Business Development Specialist
Maria Kirkpatrick—Made in Montana
Casey Lozar—Bureau Chief, Business Technical Assistance

Carmen Levick—Tourism Outreach Coordinator
Barb Sanem—Compliance Specialist
Lonie Stimac—Made in Montana Manager
Allison Whitmer—Film Commissioner

MONDAY, JUNE 11, 2018

CALL TO ORDER, INTRODUCTIONS

Council Chair, Glenniss Indreland called the meeting of the Tourism Advisory Council (TAC) to order at 8:30 a.m. Introductions of Council members, Montana Office of Tourism & Business Development (MOTBD) staff and the audience followed.

CHANGES TO THE AGENDA

There were no changes to the agenda.

CONSENT AGENDA

- Approval of April 15, 2018 TAC Meeting Minutes
- Update to definition of quorum in TAC Operating Policy

Bill McGladdery moved to adopt the consent agenda. Jeff Ewelt seconded. With no request to remove an item from the consent agenda, the consent agenda was adopted.

PUBLIC COMMENT

Amtrak—Gayle Fisher said that the Central Montana board discussed the depot closures and voted to send a letter of concern over the proposed closures and requested more information. A letter was sent to Mark Magliari, Amtrak's communication person in Chicago.

Jody Olson commented that in attending city council meetings, there was interest in sending a letter like the one from Central Montana to Marc Magliari. She said that her contact person was Robert Eaton, who joined a city council meeting by phone. After some research, they found that besides losing two employees, the Havre station would also be losing perks such as no more boarding a minor without ticket agents, no checked baggage, no fresh flower deliveries, no human remains shipped and no agents to help riders with questions about Havre etc. She said the long-term concern is losing Amtrak altogether.

TAC MEMBER ROUNDTABLE

Updates and information of happenings in Montana were given by TAC members. Discussion included:

- Southeast Montana assets including Zoo Montana and Mikoshika State Park
- Tribal and cultural updates on the Wolf Point Wildhorse Stampede and other cultural events
- New breweries, cideries and distilleries
- Sporting events and tournaments increasing in many areas for all seasons
- Bicycle tourism increasing in many areas
- Air service continues to grow with some flights moving to year-round service and other seasonal flights from major cities increasing
- Concerts, music festivals continue to grow due to multiple venues in Missoula
- Billings occupancy rate was up in for the 1st quarter of 2018

COMMITTEE REPORTS BY RESPECTIVE CHAIRS

Executive Committee—Glenniss Indreland, Chair

Glenniss gave a recap of the recent Executive Committee conference call held on June 7, 2018. She also acknowledged that there were four TAC members whose terms were expiring on July 1, 2018 (Alger Swingley, Brian Sprenger, Tami Burke and Kim Holzer). She encouraged them to apply for reappointment if desired. They are Alger Swingley, Tami Burke, Brian Springer and Kim Holzer.

Research Committee—Rhonda Fitzgerald, Chair

Non-resident data collection continues, and other studies are in progress. The new resident travel report is now available. A review of the forecast model and FY19 approved projects was also given. All research project information can be found at the ITRR website at www.itrr.umt.edu.

Marketing Committee Updates—Katie Grice, Chair

Katie said that the review of the Rules & Regulations is still underway and hopes to have more updates to report soon.

REGION/CVB MARKETING PLAN PRESENTATIONS

Presentations from booths for the following Region and CVBs:

Yellowstone Country—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bill McGladdery seconded. Motion passed.

Belgrade—Ken Ryan moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Patricia McGlynn seconded. Motion passed.

Big Sky—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Alger Swingley seconded. Motion passed.

Bozeman—Jeff Ewelt moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Lindzy Roth seconded. Motion passed.

Gardiner—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Lindzy Roth seconded. Motion passed.

Livingston—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Brian Sprenger seconded. Motion passed.

Red Lodge—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Alger Swingley seconded. Motion passed.

West Yellowstone—Ken Ryan moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rachel Gregg seconded. Motion passed.

PUBLIC COMMENT

Stuart Doggett talked about Air B&B and legislative issues for lodging tax. He said that MLHA (Montana Lodging and Hospitality Association) is monitoring and will give updates as new information is available.

REGION/CVB MARKETING PLAN PRESENTATIONS CONTINUED

Presentations from booths for the following Region and CVBs:

Southeast Montana—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rachel Gregg seconded. Motion passed.

Billings—Ken Ryan moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rhonda Fitzgerald seconded. Motion passed.

Glendive—Patricia McGlynn moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Glenniss Indreland seconded. Motion passed.

Miles City—Rachel Gregg moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Steve Wahrlich seconded. Motion passed.

Southwest Montana—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Glenniss Indreland seconded. Motion passed.

Butte—Jeff Ewelt moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Ken Ryan seconded. Motion passed.

Dillon—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Lindzy Roth seconded. Motion passed.

Helena—Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Steve Wahrlich seconded. Motion passed.

Missouri River Country—Kim Holzer moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Bill McGladdery seconded. Motion passed.

Sidney—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Brian Sprenger seconded. Motion passed.

MEETING RECESSED

TUESDAY, JUNE 12, 2018

Council Chair, Glenniss Indreland called the meeting of the Tourism Advisory Council (TAC) to order at 8:05 a.m. She thanked the reception sponsors and staff for their hospitality.

MONTANA OFFICE OF TOURISM & BUSINESS DEVELOPMENT (MOTBD) UPDATE—MOTBD Staff

Montana Office of Tourism & Business Development (MOTBD) updates were given. If you would like to receive the Friday Flash newsletter, please email Carmen Levick at CLevick@mt.gov.

REGION/CVB MARKETING PLAN PRESENTATIONS CONTINUED

Presentations from booths for the following Region and CVBs:

Central Montana—Rhonda Fitzgerald moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Patricia McGlynn seconded. Motion passed.

Great Falls—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Lindzy Roth seconded. Kim Holzer abstained. Motion passed.

Havre— Bill McGladdery moved to recognize Havre's CVB eligibility. Alger Swingley seconded. Motion passed.

Havre—Jeff Ewelt moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Glenniss Indreland seconded. Motion passed.

Glacier Country—Bill McGladdery moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Kim Holzer seconded. Motion passed.

Kalispell—Steve Wahrlich moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Rachel Gregg seconded. Motion passed.

Missoula—Glenniss Indreland moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Steve Wahrlich seconded. Motion passed.

Whitefish—Brian Sprenger moved to approve the recommendation of the Marketing Committee for final approval of the marketing plan as submitted with the stipulation that the Marketing Committee has the authority to approve opportunity projects on behalf of the Council. Kim Holzer seconded. Rhonda Fitzgerald abstained. Motion passed.

UPCOMING TAC MEETINGS

- September 23-25, 2018—Helena
 - September 23—TAC Retreat and Research Committee meeting (Comfort Suites Hotel)
 - September 24-25—TAC Meeting (Best Western Great Northern Hotel)
- February 4-5, 2019—Helena (Location TBD)
- June 10-11, 2019—Helena (Location TBD)
- October 7-8, 2019—Helena (Location TBD)

ADJOURNMENT

The meeting was adjourned at 12:15 p.m.