

Montana Tourism Advisory Council Responsibilities

FY 2009 Q4 Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Report Settings

Review Status Symbols Legend

First Column:

Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➡ Change

Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

Second Column:

Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse

Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track

Third Column

Strategy Future Concern: L Low Concern M Medium Concern H High Concern

Tactic Final Status: : ○ Completed on Time ⊗ Completed Late ● Incomplete

Display Depth: * Show All * Status Filter: * Show All *

Showing Tactics: Yes Responsible Partner Filter: TAC

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.2.4: Address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	○	Victor Bjornberg	○	→	M
1.2.4.1: TAC address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations,	○	Barb Sanem	○	→	M

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
tribes, etc.					
1.6.1.1.1.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Barb Sanem	○	○	○
1.6.2.4: Adjust Montana school calendars to facilitate tourism and recreation industry seasonal workforce needs.	○	Barb Sanem	●	→	L
1.6.2.4.1: Work with the MT Board of Regents and Board of Education to adjust Montana's academic calendars so students can work a full tourism/fire season, and so more businesses can hire Montanans.	Tactic	Barb Sanem	○	●	○
1.8.1.3: Support City/County planning and growth policies that preserve the unique character of Montana, and minimize urban sprawl.	○	Barb Sanem	⊗	↑	L
1.8.1.3.1: Consistent with the principles of geotourism, encourage local officials to use planning and development tools that will enhance quality of life, as well as	Tactic	Barb Sanem	⊗	⊗	●

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
preserve community heritage.					
1.8.1.3.2: Form alliances of communities, tribes, agencies, private citizens, businesses, and private/nonprofit groups for cooperative funding and strategic planning.	Tactic	Barb Sanem	○	○	⊗
1.10.4: Streamline the process of reporting marketing plans, projects, and expenditures to the TAC and Travel Montana by Tourism Regions and CVBs.	○	Barb Sanem	⊗	↑	L

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