



TOURISM ADVISORY COUNCIL
GLACIER PARK LODGE
Hwy 2 & Hwy 49, East Glacier Park, MT 59434
JUNE 7 – 9, 2010

Persons may address the Tourism Advisory Council in person at the Glacier Park Lodge, Hwy 2 & Hwy 49, East Glacier Park, MT. Persons may address the Council on any matter listed on the agenda by contacting Stan Ozark, TAC Chair, before the item is considered. Matters not listed on the agenda may be addressed during the public comment period provided upon reopening of the agenda after lunch. Further information related to each agenda item, if any, can be obtained by contacting Barb Sanem, Industry Program/Compliance Specialist, Montana Office of Tourism, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2769, Email barb@visitmt.com.

COMMITTEE MEETING SCHEDULE

All committee meetings are open to all Region and CVB representatives, the entire Tourism Advisory Council and the public.

MONDAY, June 7, 2010

- 11:30 – 12:00 **Tourism Award Task Force – Feather Room**
--Ed DesRosier – Chair, Sandra Cahill, Rhonda Fitzgerald, Sandy Watts, Barb Sanem
- 12:00 – 12:50 **Site Selection Task Force – Feather Room**
--Bev Harbaugh – Chair, Cyndy Andrus, Bill McGladdery, Meg O’Leary, Dolores Plumage, Carla Hunsley, Mike Mergenthaler, Barb Sanem
- 12:00 – 12:50 **TIIP Grants Task Force – Moccasin Room**
--Amber Wood Jensen – Chair, Ramona Holt, Kim Holzer, Paul Tuss, Jackie Yellowtail, Victor Bjornberg
- 1:00 – 2:50 **Tourism Research/Public Awareness Committee – Feather Room**
--Rhonda Fitzgerald – Chair, Cyndy Andrus, Sandra Cahill, Bill McGladdery, Dolores Plumage, Paul Tuss, Jackie Yellowtail, Sarah Bannon, Robin Hoover, Marne Hayes, Sara Rowe, John Laney, Barb Neilan, Jan Metzmaker, Katy Peterson, Sarah Lawlor, Norma Nickerson
- 3:00 – 3:50 **Regulations Committee – Moccasin Room**
--Ramona Holt – Chair, Ed DesRosier, Bev Harbaugh, Kim Holzer, Meg O’Leary, Sandy Watts, Amber Wood-Jensen, Racene Friede, Gayle Fisher, Joan Kronebusch, Marysue Costello, Barb Sanem
- 4:00 – 5:20 **Audits & Applications Committee – Moccasin Room**
--Ramona Holt – Chair, Ed DesRosier, Bev Harbaugh, Kim Holzer, Meg O’Leary, Sandy Watts, Amber Wood-Jensen
- 5:30 – 7:00 **TAC Executive Committee – Arrow Room**
--Stan Ozark – Chair, Cyndy Andrus, Ed DesRosier, Rhonda Fitzgerald, Bev Harbaugh, Ramona Holt, Amber Wood-Jensen, Betsy Baumgart, Anna Marie Moe



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TENTATIVE AGENDA

TUESDAY – June 8, 2010 – Moccasin Room

8:30 – 8:45 **Call to Order, Introductions, Unfinished Business**
--Stan Ozark, Chair

8:45 – 9:00 **Blackfeet Tribe Welcome**
--Chief Earl Old Person, Blackfeet Tribe

9:00 – 9:05 **Consent Agenda**
All matters listed hereunder collectively constitute a consent agenda, and will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive unanimous approval. Items on the consent agenda may be read by title only, except upon the request of a member of the Council or the public, in which event the matter shall be removed from the consent agenda and considered as a separate item. No debate is allowed on the consent agenda or on any item included in it.

Action Item

1. Approval of February 1 – 3, 2010 TAC Meeting Minutes

Information Items

1. Legal finding for Conflict of Interest Memorandum from TAC Chair, Stan Ozark to Regions/CVBs
 - a) Glacier Country follow up letter
 - b) Missouri River Country follow up letter
2. Open Meeting Policy Memorandum from TAC Chair, Stan Ozark to TAC members
3. Open Meeting Policy Memorandum from TAC Chair, Stan Ozark to Regions/CVBs
4. 5th Anniversary Montana Dinosaur Trail Facility Report

9:05 – 10:00 **Montana Office of Tourism (MTOT) Update**
--Betsy Baumgart, Montana Office of Tourism Administrator

- Montana Film Office (MFO) Update
 - FY11 Annual Marketing Plan
 - FY11 Budget Review
 - A Fork in the Road premier
- Montana Office of Tourism Update
 - Publications
 - Annual Office of Tourism Report 2010
 - Seven Lodges Handbook
 - Montana's Roadside Geology Brochure
 - FY11 Annual Marketing Plan
 - FY11 Budget Review
 - Lodging Tax Revenue Reports
 - Tourism trends and forecast
 - On line reservation system update

10:00 – 10:15 **Break**

10:15 – 11:30 **Consumer Marketing Report**

--Katy Peterson, Consumer Marketing Manager

- Winter Campaign Recap
- Warm Season National & Key Market Updates
- Overview of Warm Season In-State Campaign

11:30 – 11:55 **Discussion with Area Legislators**

- Tourism Speaks Presentation

12:00 – 1:00 **Lunch – The Great Northern Dining Room (cost is \$6)**
Introduction to American Indian Alaska Native Tourism Association

--Tina Osceola, President AIANTA

1:05 – 1:35 **State Parks Funding**

--Chas VanGenderen, Montana State Parks Administrator

1:35 – 1:45 **Public Comment** on issues relevant to Council jurisdiction but not on the agenda

1:45 – 2:00 **Department of Commerce**

--Anthony J. Preite, Director, Department of Commerce

--Marty Tuttle, Chief Legal Counsel, Department of Commerce

2:00 – 3:00 **MTOT Web Analysis Report**

--Corrie Hahn, Information Systems Manager

--Thurston Elfstrom, Senior Interactive Manager

3:00 – 3:15 **Break**

(3:00 – 3:10 – Region/CVB Directors – bring your calendars to schedule the Fall Region/CVB meeting)

3:15 – 3:30 **Initiative 161 Presentation**

--Jason Lee, Region 1 Director, Montana Outfitters & Guides Association (MOGA)

3:30 – 5:00 **Committee Reports by Respective Chairs**

--TIIP Grants Task Force – Amber Wood-Jensen, Chair

--Tourism Award Task Force – Ed DesRosier, Chair

--Site Selection Task Force – Bev Harbaugh, Chair

- Site Selection Criteria recommendation
- October 2010 & June 2011 meeting location recommendations

--Audits & Applications Committee – Ramona Holt, Chair

- Havre CVB Recognition
- FY09 Audit Reviews
- Region/CVB FY11 Marketing Plan recommendations

--Regulations Committee – Ramona Holt, Chair

- Marketing Personnel language recommendation

--Tourism Research/Public Awareness Committee – Rhonda Fitzgerald, Chair

5:00 **Recess**

5:15 – 7:30 **Glacier/Yellowstone Family Feud**
--Glacier Park Lodge Lobby

7:30 -10:30 **Great Glacier Karaoke Event**
--Moccasin Room

Sponsors: Glacier Park International, Inc., Glacier Country, Yellowstone Country

WEDNESDAY, June 9, 2010 – Moccasin Room

8:00 – 9:00 **ITRR Research Projects Update**
--Norma Nickerson, ITRR Director
--Chrissy Oschell, ITRR Assistant Director

- Ski Industry Research Report
- 4th Quarter Nonresident Visitor Summary
- 2009 Expenditures Report

9:00 – 10:00 **The History of Glacier National Park from the Blackfeet Perspective**
--Darrell Robes Kipp, Browning, Founder of the Piegan Institute

10:00 – 10:15 **Break**

10:15 – 11:00 **Executive Committee Report**
--Stan Ozark, Chair

- Agency Legal Services Finding
- Speaking on behalf of the Council guidelines
- Strategic Plan TAC Actions
- Montana Tourism Charter

11:00 – 11:15 **Montana Tribal Tourism Update**
--Jackie Yellowtail, Apsaalooke Nation Tourism
--Edward Hall, Transportation Specialist and Tourism Coordinator, Bureau of Indian Affairs

11:15 – 11:45 **New Firearm Laws in National Parks & Boat Permitting in Glacier**
--Amy Vanderbilt, Public Affairs Officer, Glacier National Park

11:45 – 12:00 **New Business**

- Suggest future speakers

Next Meeting

- October 4 – 6, 2010, Location TBD

Adjournment

Note: Other than the meeting starting time, times listed are 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.

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 Barb Sanem no later than May 31, 2010 to allow adequate time to make needed arrangements. You can call (406) 841-2769, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request.