

MONTANA

OFFICE OF TOURISM

TOURISM ADVISORY COUNCIL **BEST WESTERN GRANTREE INN** **1325 N 7th Ave, Bozeman, MT 59715** **February 1-3, 2010**

Persons may address the Tourism Advisory Council in person at the Best Western GranTree inn, 1325 N 7th Ave, Bozeman, 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, February 1, 2010

- 11:00 – 1:50 Tourism Research/Public Awareness Committee – Hyalite 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
- 2:00 – 2:50 Audits & Applications Committee – Madison Room**
--Ramona Holt – Chair, Ed DesRosier, Bev Harbaugh, Kim Holzer, Meg O’Leary, Sandy Watts, Amber Wood-Jensen, Barb Sanem
- 3:00 – 4:00 Regulations Committee – Madison Room**
--Ramona Holt – Chair, Ed DesRosier, Bev Harbaugh, Kim Holzer, Meg O’Leary, Sandy Watts, Amber Wood-Jensen, Jim Schaefer, Racene Friede, Gayle Fisher, Joan Kronebusch, Sarah Converse, Marysue Costello, Barb Sanem
- 4:00 – 4:30 Site Selection Task Force – Lewis & Clark Room**
--Bev Harbaugh – Chair, Cyndy Andrus, Bill McGladdery, Meg O’Leary, Dolores Plumage, Carla Hunsley, Mike Mergenthaler, Dori Muehlhof, Barb Sanem
- 4:30 – 6:00 TAC Executive Committee – Lewis 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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BEST WESTERN GRANTREE INN
1325 N 7th Ave, Bozeman, MT 59715
FEBRUARY 1-3, 2010**

TENTATIVE AGENDA

TUESDAY – February 2, 2010 – Small Ballroom

8:30 – 8:35 Call to Order, Introductions, Unfinished Business
--Stan Ozark, Chair

8:35 – 8:40 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 October 2009 TAC Meeting Minutes

8:40 – 10:00 Montana Office of Tourism & Film Office Update

--Betsy Baumgart, Montana Office of Tourism Administrator

- Montana Film Office (MFO) Update
- Montana Office of Tourism (MTOT) Update
 - Governor's Conference on Tourism & Recreation
 - April 8-9, 2010 Red Lion Hotel, Kalispell
 - Publications
 - 2010 – 2011 Vacation Planner
 - January 2010 Annual Report
 - Branding Presentations in your community
- Revenue Reports
 - Revenue trends and forecast

10:00 – 10:15 Break

10:15 – 11:30 Consumer Advertising

--Katy Peterson, Consumer Marketing Manager

- Winter Campaign Update
- Warm Season Campaign

11:30 – 12:00 **Discussion with Area Legislators**

- Tourism Speaks Presentation

12:00 – 1:00 **Lunch – Hyalite Room (cost is \$6)**

(12:00 – 12:10 – Region/CVB representatives bring your calendars to schedule the spring marketing & Region/CVB meeting)

1:00 – 1:15 **Public Comment** on issues relevant to Council jurisdiction but not on the agenda

- Aquatic Invasive Species
--Jan Metzmaker, Executive Director Whitefish CVB

1:15 – 2:30 **Committee Reports by Respective Chairs**

--Audits & Applications Committee – Ramona Holt, Chair

- Region/CVB Audit recommendations

--Regulations Committee – Ramona Holt, Chair

--Tourism Awards Task Force – Ed DesRosier, Chair

--Site Selection Task Force – Bev Harbaugh, Chair

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

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

- FY11 ITRR Research Project Recommendations

2:30 – 3:00 **Commemorating Glacier's Centennial**

--Kass Hardy, Centennial Coordinator

3:00 – 3:15 **Break**

3:15 – 3:30 **Montana Tribal Tourism Alliance (MTTA) Report**

--Victor Bjornberg, Tourism Development Coordinator

3:30 – 5:00 **The Challenges of Managing Montana Forests within the Constraints of Regulations and Policies in these Economic Times**

-- Sarah Lyngholm, Forest Product Sales Supervisor, DNRC Trust Lands

-- Sherm Anderson, Owner, Sun Mountain Lumber

-- Julia Altemus, Forest Policy Specialist, DNRC

--Dave Landstrom, Regional Manager (Region 1), Montana Parks

5:00 **Recess**

5:15 **Reception at the Historic Story Mansion**

Transportation provided

Sponsors: *Yellowstone Country & Bozeman CVB*

WEDNESDAY, February 3, 2010 – Small Ballroom

8:00 – 9:00 Executive Committee Report

--Stan Ozark, Chair

- Operating Policy – Potential Conflict of Interest
- Macro view – Intent & Purpose
- Montana Tourism Charter
- Strategic Plan TAC Actions

9:00 – 9:30 Tribal Tourism Discussion

- MCA 2-15-1816 (Tourism Advisory Council)
- Tourism Opportunities in Indian Country
 - February 8, 2010 Reception, Days Inn Helena

9:30 – 10:00 High Plains Research Report

--Katy Peterson, Consumer Marketing Manager

10:00 – 10:15 Break

10:15 – 11:45 ITRR Research Projects Update

--Norma Nickerson, ITRR Director

--Chrissy Oschell, ITRR Assistant Director

- Travel and Recreation Outlook 2010: Conscious Consumption
- Statewide Geotourism Report
 - Dylan Boyle, Graduate Student
- 3rd Quarter 2009 nonresident visitor summary

11:45 – 12:00 Other Business

- Suggest future speakers

Next Meeting

- June 7 – 9, 2010, Glacier Park Lodge, East Glacier Park

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 January 25, 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.