



**TOURISM ADVISORY COUNCIL RETREAT DRAFT MINUTES**  
**October 2 – 3, 2011**  
**Virginia City Rehearsal Hall, Virginia City, MT**

**COUNCIL MEMBERS PRESENT**

Ed DesRosier, Chair—East Glacier Park  
Rhonda Fitzgerald, Vice Chair—Whitefish  
Cyndy Andrus—Bozeman  
Bev Harbaugh—Jordan  
Bill McGladdery—Butte  
Meg O’Leary—Big Sky  
Stan Ozark—Glasgow  
Gail Richardson—Bozeman  
Amber Wood-Jensen—Butte  
Jackie Yellowtail—Crow Agency

**COUNCIL MEMBERS NOT PRESENT**

Kim Holzer—Stanford  
Michelle Robinson—Billings  
Paul Tuss—Havre

**MONTANA OFFICE of TOURISM STAFF**

Jeri Duran—Division Administrator  
Victor Bjornberg—Tourism Development  
Katy Peterson—Consumer Marketing

**MercuryCSC STAFF**

Jeff Welch and Maclaren Latta

**SUNDAY, October 2, 2011**

12:00 – 5:00 p.m.

**Introductions**

Cyndy Andrus welcomed everyone and led introductions.

**Welcome to MTOT Administrator – Jeri Duran**

Cyndy Andrus and the rest of the Tourism Advisory Council (TAC) welcomed Jeri Duran.

**Public Comment**

No public comments were made.

**Remainder of the Agenda**

Cyndy Andrus then asked Maclaren Latta from MercuryCSC to facilitate the remainder of the day’s topics and discussion. No formal actions were taken.

Maclaren briefly presented what had been accomplished since the last retreat, mentioning the Brand Development and the Montana Tourism Charter.

Maclaren then summarized what the TAC members had shared via email prior to the retreat about the biggest challenges and biggest opportunities as well as the three things that TAC might want to help accomplish in the next two years. Retreat attendees voiced additional thoughts and suggestions after the summary was shared.

Retreat attendees broke out into three- or four-member discussion groups to reflect on why some things have worked, why have some things been less successful and why are some things still on the list of needing to be accomplished. Then each group shared their ideas with the larger group.

Retreat attendees then brainstormed and discussed possibilities for what the three goals could be; what actions could be taken; who could take those actions; what tools could be needed; and what role TAC should play.

### **Monday, October 3, 2011**

8:30 – 11:30 a.m.

Cyndy Andrus thanked everyone for the day's previous discussion and then asked Maclaren Latta from MercuryCSC to continue to facilitate the retreat's topics and discussion.

Maclaren recapped the previous day's discussion and then facilitated a group brainstorm among the retreat attendees on the following topics:

- **Communication with the Governor's Office** – including how to keep the Governor's Office updated.
- **The Five-Year Strategic Plan** – including what the next plan might include.
- **Legislative Strategy** – including how to increase respect among legislators for the tourism industry.
- **TAC Logistics** – including committee meeting formats and efficiency.
- **Individual Roles as TAC members** – including thoughts on what TAC members' roles should be.

Upon conclusion of the retreat, it was decided by the TAC to have MercuryCSC come back with a strategic outline to capture the ideas and suggestions of the retreat attendees and share that with the TAC. See the attached document for the strategic outline that includes the three goals and the corresponding actions as discussed by the TAC during the retreat.

### **Adjournment**

The retreat concluded at 11:30 a.m.