

**TOURISM ADVISORY COUNCIL MEETING
HILTON GARDEN INN (Glacier Room 1)
1840 HIGHWAY 93 S
KALISPELL, MT
APRIL 10, 2016**

Persons may address the Tourism Advisory Council in person at the Hilton Garden Inn, 1840 Hwy 93 S, Kalispell, MT. Persons may address the Council on any matter listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period as indicated on the agenda. Further information related to each agenda item, if any, can be obtained by contacting Carmen Levick, Executive Assistant, Montana Office of Tourism, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email CLevick@mt.gov.

AGENDA

All Tourism Advisory Council meetings are open to the public.

Sunday, April 10, 2016—(Glacier Room 1)

12:00 **Call to order**—Bill McGladdery, Chair

12:10 **Introductions, New Business**—Bill McGladdery, Chair

- New TAC Member Intros

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.

12:20 **Approval of Minutes**

- October 5, 2015 TAC Retreat Minutes
Action: Consider a motion to approve the minutes of the October 2015 TAC Retreat
- October 6, 2015 TAC Meeting Minutes
Action: Consider a motion to approve the minutes of the October 2015 TAC meeting.

12:25 **Member Roundtable**

Updates from Tourism Advisory Council members on tourism related activities in their areas.

1:00 **Public Comment**

Please state your name and where you are from. This is the time to comment on matters falling within the purview of the Tourism Advisory Council. There will also be an opportunity for public comment on each agenda item.

1:15-4:00 **Marketing Committee Updates**—Glenniss Indreland, Chair

- Rules & Regulations (2-year review, revised per October 2015 feedback)
Action: Consider a motion to approve changes to the regulations
- FY15 Audits
Action: Consider a motion to approve the FY15 completed audits

Research Committee Update—Rhonda Fitzgerald, Chair

MOTBD (Montana Office of Tourism & Business Development) Updates

- MOTBD Budget overview
- Collections and disbursements to Regions/CVBs
- Retreat update
- TAC/MOTBD/Regions/CVB collaboration efforts
- Marketing update
- Additional updates

Dashboard Briefing—Jeri Bucy, Sales & Constituent Services Bureau Chief, MOTBD

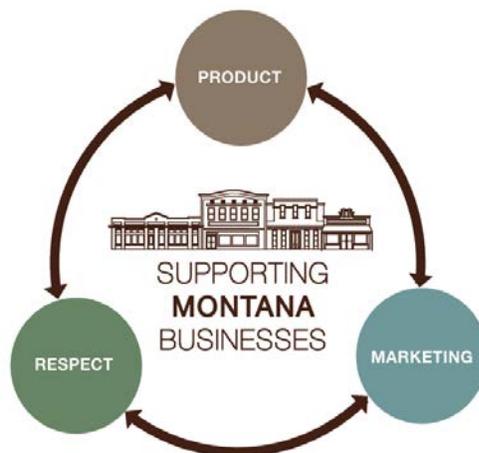
Legislative Discussion—Bill McGladdery, Chair

Voices of Montana Tourism—Dax Schieffer, Director, Voices of Montana Tourism

Adjournment

Upcoming Meetings

- June 6-7, 2016, Butte
- October 2-4, 2016, Gardiner



Note: Other than the meeting starting time, any time listed is 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 Carmen Levick no later than April 1, 2016 to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request.