



**TOURISM ADVISORY COUNCIL  
COMFORT INN  
455 MCKINLEY AVENUE  
SHELBY, MT 59474  
MAY 31-JUNE 2, 2015**

Persons may address the Tourism Advisory Council in person at the Comfort Inn, 455 McKinley Avenue, Shelby, 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](mailto:CLevick@mt.gov).

**AGENDA**

*All committee meetings and Tourism Advisory Council meetings are open to the public.*

**SUNDAY, May 31, 2015**

5:00—6:00 **Executive Committee Meeting—(Dempsey-Gibbons Room)**

6:30 **Evening Event**—Central Montana and the Shelby TBID invite everyone to gather at Ten Pin Alley in Shelby for complimentary bowling (2 games per person and shoe rental—remember to bring socks). Pizza will be served and no-host beverages will be available.

**MONDAY, June 1, 2015—(Dempsey-Gibbons Room)**

8:00 **Call to order, Introductions, New Business—Amber Wood-Jensen, Chair**

**Changes to the Agenda**

8:15 **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.*

8:20 **Approval of Minutes**

1) February 2-3, 2015 TAC Meeting Minutes

*Action: Consider a motion to approve the minutes of the February 2-3, 2015 TAC meeting*

8:30 **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.*

8:45 **Montana Office of Tourism Update—Jeri Duran, Director of Sales & Constituent Services**

- Montana Office of Tourism (MTOT)
  - MTOT and Film Office Updates
  - Lodging Tax Revenue Reports
  - Tribal Tourism Report

9:30 **Region/CVB Marketing Plan Presentations—Glenniss Indreland, Chair Marketing Committee**

*Action: Consider a motion to approve each marketing plan/budget proposal*

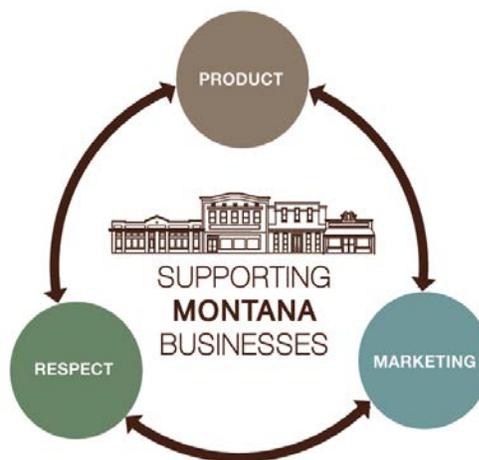
- Glacier Country
- Kalispell
- Missoula
- Whitefish
- Central Montana
- Great Falls

10:30 **Break**

- 10:45 **Region/CVB Marketing Plan Presentations**—Glenniss Indreland, Chair Marketing Committee
- Southeast Montana
  - Glendive
  - Miles City
  - Missouri River Country
  - Sidney
  - Yellowstone Country
- 11:45 **Lunch**
- 1:00 **Region/CVB Marketing Plan Presentations**—Glenniss Indreland, Chair Marketing Committee  
*Action: Consider a motion to approve each marketing plan/budget proposal*
- Big Sky
  - Bozeman
  - Belgrade
    - Recognition of CVB status for Belgrade  
*Action: Consider a separate motion to acknowledge the Belgrade CVB*
  - Gardiner
    - Recognition of CVB status for Gardiner  
*Action: Consider a separate motion to acknowledge the Gardiner CVB*
  - Livingston
    - Recognition of CVB status for Livingston  
*Action: Consider a separate motion to acknowledge the Livingston CVB*
  - Red Lodge
  - West Yellowstone
  - Southwest Montana
  - Butte
- 2:30 **Break**
- 2:45 **Region/CVB Marketing Plan Presentations**  
*Action: Consider a motion to approve each marketing plan/budget proposal*
- Dillon
  - Helena
  - Billings
- 3:15 **Committee Reports**
- Executive Committee—Amber Wood-Jensen, Chair
    - Nominating committee for October meeting
  - Marketing—Glenniss Indreland, Chair
  - Site Selection—Mike Mergenthaler, Chair  
*Action: Consider a motion to approve site selection recommendations*
  - Research—Bill McGladdery, Chair
  - Community Outreach—Kim Holzer, Chair
- 3:45 **Strategic Plan Discussion**
- 4:15 **DOC Re-Org MTOT/Business Resources Merger Update**—Doug Mitchell, DOC Deputy Director
- 5:00 **Recess**
- 5:30 **Reception/Evening Event**—Central Montana and the Shelby TBID invite everyone to a scavenger hunt along Shelby's Main Street followed by a casual progressive dinner and three different locations.

**TUESDAY, June 2, 2015—(Dempsey-Gibbons Room)**

- 8:30            **Call to order**—Amber Wood-Jensen, Chair
- 8:35            **Consumer Marketing/Social Media Campaign Overview**—Jenny Pelej, Director of Marketing
- 9:30            **MTOT Grant Program**—Jeri Duran, Director of Sales & Constituent Services
- 10:00           **Break**
- 10:15           **Bicycle Tourism**  
—Jeri Duran, Director of Sales & Constituent Services  
—Jenny Pelej, Director of Marketing
- Infrastructure/Development/Opportunities and challenges
  - Marketing and promotional opportunities
- 11:15           **Future Meeting Discussion/Speakers-**
- Upcoming Meetings**
- October 5-6, 2015, Location TBD
  - March 2016 Governor’s Conference, Kalispell
- 11:30           **Adjournment**



*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 May 28, 2015 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.*