

**TOURISM ADVISORY COUNCIL MEETING
FINLEN HOTEL
100 E BROADWAY ST, BUTTE, MT 59701
JUNE 5-7, 2016**

Persons may address the Tourism Advisory Council in person at the Finlen Hotel, 100 E Broadway St, Butte, 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, Tourism Outreach Coordinator, Montana Office of Tourism & Business Development, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email CLevick@mt.gov.

AGENDA

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

SUNDAY, June 5, 2016

- 5:00—6:00 **Executive Committee Meeting**—(Metals Sports Bar & Grill, 8 W Park St, Butte, MT)
- 6:30 **Evening Event**—(The Historic M & M Bar, 9 S Mains St, Butte, MT)

MONDAY, June 6, 2016—(Treasure State Room)

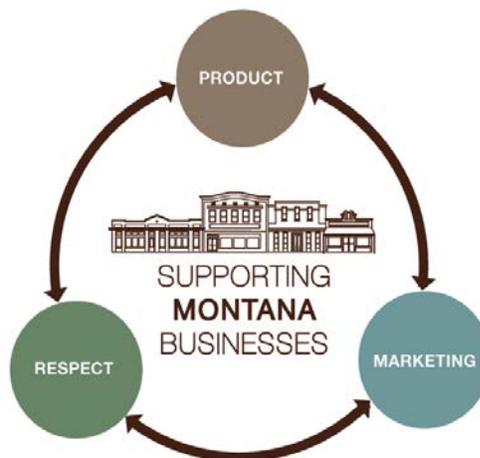
- 8:00 **Call to order, Introductions, New Business**—Bill McGladdery, Chair
- Changes to the Agenda**
- 8:15 **Consent Agenda**
All matters listed hereunder collectively constitute a consent agenda, and will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive 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) April 10, 2016 TAC Meeting Minutes
 Action: Consider a motion to approve the minutes of the April 10, 2016 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 **TAC Member Roundtable**
Updates from Tourism Advisory Council members on tourism related activities in their areas.
- 9:15 **Region/CVB Marketing Plan Presentations**—Glenniss Indreland, Chair, Marketing Committee
Action: Consider a motion to approve each marketing plan/budget proposal
- Central Montana
 - Great Falls
 - Missouri River Country
 - Sidney
- 10:15 **Break**

- 10:30 **Region/CVB Marketing Plan Presentations**—Glenniss Indreland, Chair, Marketing Committee
Action: Consider a motion to approve each marketing plan/budget proposal
- Southwest Montana
 - Butte
 - Dillon
 - Helena
 - Southeast Montana
 - Billings
 - Glendive
 - Miles City
- 12:00 **Lunch**
- 1:00 **Region/CVB Marketing Plan Presentations**—Glenniss Indreland, Chair, Marketing Committee
Action: Consider a motion to approve each marketing plan/budget proposal
- Yellowstone Country
 - Belgrade
 - Big Sky
 - Bozeman
 - Gardiner
 - Livingston
 - Red Lodge
 - West Yellowstone
- 2:30 **Committee Reports**
- Executive Committee—Bill McGladdery, Chair
 - Nominating committee for October meeting
 - Marketing—Glenniss Indreland, Chair
 - Site Selection—Glenniss Indreland, Chair
 - Research—Rhonda Fitzgerald, Chair
- 2:50 **Break**
- 3:00 **MOTBD Updates**—Sean Becker, Administrator
- 4:00 **State Parks Update**—Chas Van Genderen, Administrator, Montana State Parks
- 5:00 **Recess**
- 5:30 **Reception/Evening Event**—Depart Finlen Hotel for cocktails and dinner at Fairmont Hot Springs. (Shuttle service will be provided) Event sponsored by the Butte TBID and the Butte CVB.

TUESDAY, June 7, 2016—(Treasure State Room)

- 8:30 **Call to order**—Bill McGladdery, Chair
- 8:35 **ITRR Updates/New Reports**—Dr. Norma Nickerson, Director, ITRR
- 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

- 10:15 Break
- 10:30 Action—Approval of Marketing Plans—Glenniss Indreland, Chair, Marketing Committee
- 11:15 Voices of Montana Tourism Updates
- 11:30 Future Meeting Discussion/Speakers/Topics
- Upcoming Meetings
- October 3-4, 2016—Gardiner (Location TBD)
 - June 12-13, 2017—Location TBD
- Action: Consider a motion to approve the recommendation for the June 2017 date/location.*
- 11:45 Recognition of Departing TAC Members
- 11:55 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 June 3, 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.