



**MEDA Tourism and Recreation Working Group
Conference Call
August 4, 2011
10:00am**

ON THE CALL: Ray Trumpower, Mike Strang, Victor Bjornberg, Julie Johnson, Paul Lachapelle, Cyndy Andrus and Gloria O'Rourke.

CONTINUATION OF REGIONAL TOURISM SUMMIT DISCUSSION

The Tourism and Recreation Working Group continues to pursue the idea of regional tourism summits. The purpose of the summits would be to educate the public, legislators, business owners and local government officials on the impact of tourism dollars to the local economy.

MEDA Fall Conference Update

The MEDA Fall Conference Committee will meet in a few weeks to begin framing the agenda. Gloria will request time for a tourism breakout session.

AREA UPDATES

Victor:

- New Administrator for MT Office of Tourism is Jeri Duran. Jeri starts August 15th.
- Special event training workshop will be held in Billings August 25; Missoula August 26th presented with expertise of Kent Gustafson, University of Minnesota. The training coincides with the special event grant program.
- Branding workshops will be offered later this fall around the state. It may be a prime opportunity to hold the regional tourism summits at this time.

Mike:

- Butte Folk Festival went very well and numbers exceeded expectation.
- Dillon: Senior Pro Rodeo will not take place.

Cyndy:

- Over 5,000 people attended the White Sulpher Springs concert. Several events showcased the area culture in conjunction with the concert.

Paul:

- Paul would be happy to share a presentation on how to hold unique events that draw in people from beyond your own region.

Ray:

- Shared ideas regarding the training of tour guides, i.e., "guide guides" that would serve as tourism ambassadors for Montana. Due to technical difficulties on the call, Victor will email Ray a response to this idea.

NEXT MEETING

The next meeting will be Thursday, September 1st at 10:00am. Dial in: 712.432.0175 pin 217279.

Ray Trumpower
Mona Madler
Mike Strang, Chair

Jim Rexhouse
Daryl Schliem
Julie Johnson
Sam Korsmoe
Jim Davison
Lonie Stimac
Gloria O'Rourke

Tracy McIntyre

Paul Lachapelle
Racene Friede
Victor Bjornberg

Fairview Chamber, etc.
SMART
Gold West Country
Sanders County Development
Corp.
Bozeman Chamber of Commerce
MT Heritage Commission
Madison County EDC
Anaconda Local Dev Corp
MT Dept. of Commerce
MEDA
Eureka Rural Development
Partners
Extension Community
Development
Glacier Country
Montana Office of Tourism