



**MEDA Tourism and Recreation Working Group
Conference Call
December 1, 2011
10:00am**

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

PR INITIATIVE

Montana Lodging and Hospitality Association is working on a Tourism PR initiative in preparation for the 2013 Legislative Session. The purpose of the initiative is to take a proactive position in preparation for the session as well as to establish tourism as a non-partisan issue that is of key importance throughout the next session. MLHA has formed a detailed, organized plan involving two phases to accomplish these goals.

This working group is looking forward to receiving materials to educate peers on the initiative.

Action Item:

Mike will compile an application to MEDA to consider support of this initiative. The next MEDA Board Meeting is December 9th.

MEDA CONFERENCE FOLLOW-UP

A break-out session was held on the importance of tourism to Montana's economy. A small number attended the session. It was noted that the small manufacturing companies that were featured during the conference were established initially due to recreational visits to the state.

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. Webb Brown and/or Racene will report on this at the next meeting.

UPDATES

- A series of workshops featuring tourism will begin in the Bitterroot Area on February 3rd. Victor will send more information when it is available.
- The Wild West Project involves Southeastern MT, the Western Dakotas and Northeast Wyoming and is a nine month touring planning project that is just getting started. Each state is contributing its marketing information and data. The data will be accumulated with gaps noted and studied to strengthen tourism in the region.

NEXT MEETING

The next conference call will be Thursday, February 2nd at 10:00am. Dial in: 712.432.0175 pin 217279.

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Ray Trumpower
Mona Madler
Mike Strang, Chair

Fairview Chamber, etc.
SMART
Gold West Country

Jim Rexhouse	Sanders County Development Corp.
Daryl Schliem	Bozeman Chamber of Commerce
Julie Johnson	MT Heritage Commission
Sam Korsmoe	Madison County EDC
Jim Davison	Anaconda Local Dev Corp
Gloria O'Rourke	MEDA
Tracy McIntyre	Eureka Rural Development Partners
Paul Lachapelle	Extension Community Development
Racene Friede	Glacier Country
Victor Bjornberg	Montana Office of Tourism