

Sustainable Tourism Management
Plan Standing Committee
June 20, 2023 @ 2:00 P.M.
City Council Conference Room
Minutes



1) CALL TO ORDER

Brian Schott called the meeting to order. Members present were Heather Cauffman, Elle Kobelt, Liz Colley, Steve Kane, Mark Piscoi, Nick Polumbus, and Michelle Howke. Mariah Joos was absent. Julie Mullens, Executive Director of Explore Whitefish was also in attendance.

2) APPROVAL OF MAY 23, 2023 MINUTES

Heather made a motion, seconded by Nick to approve the May 23, 2023 minutes. The motion carried.

3) REVIEW CONSULTANT RECOMMENDATION FOR STMP UPDATE

Brian presented a quote from Kate McMahon, with Applied Communications to update the Plan. The Committee discussed the tasks listed on the quote.

Task #1: Review and Summary of Key Market Trends Affecting STMP (July-August) – Julie stated that Institute for Tourism & Recreation Research (ITRR) will be able to provide data use for free.

Task #2: Community Survey – The Committee felt this would be better to start in the beginning of August rather than September. Julie stated she felt confident that she can provide the correct questions to capture the demographics that we are looking for.

Task #3: Focus Groups – The Committee felt it would be good to include the medical fields, hospital, clinics, doctors, Emergency Services and transportation (Mountain Climber).

The Committee also felt that Task #3 and Task #5 (Community Meeting) could be combined.

4) DISCUSS TIMELINES FOR COMMUNITY SURVEY AND PLAN UPDATE

The Committee discussed the survey should capture long-term residents, and short-term (seasonal) residents. The City will help to get the survey out to the residents via utility bill invoices, newsletter, social media. Nick stated he could look into capturing the season passholders during renewal time.

5) DISCUSS COMMUNITY ENGAGEMENT IDEAS

Steve stated there is a misconception that Whitefish is being over promoted. We need provide communication to help the community understand the reality. Boots on the ground could be a great way to encourage the community to participate in the survey, such as Super One, Safeway, Gas Stations, etc.

Brian is going to do more research and reach out to Morgan Delaney, Hello Whitefish podcast.

6) REVIEW OTHER COMMUNITY TOURISM MANGEMENT PLANS

Brian is going to create a shared folder for members to add plans that they have reviewed from other communities for the committee to review.

7) PUBLIC COMMENT

None

8) ADJOURN

The meeting was adjourned at 3:40 pm.

The next meeting is scheduled for July 18th at 2:00 pm.