



C.L. "Butch" Otter, Governor
Jeffery Sayer, Director

IDAHO TRAVEL COUNCIL MEETING
Sun Valley Lodge, Sun Valley, Idaho
August 18-19, 2015

Idaho Travel Council Members:

Doug Burnett, *Region I*
Lara Smith, *Region II*
Jim Manion, *Region III*
Diane Newman (Chair), *Region IV*
Matthew Hunter, *Region V*
Courtney Ferguson (Vice Chair), *Region VI*
Rick Shaffer, *At-Large (Via Telephone)*

Commerce:

Matt Borud, *Chief Business Development Officer*
Diane Norton, *Tourism Manager*
Jill Eden, *Grants & Contract Specialist*
Laura Conilogue, *Administrative Assistant*

Tuesday, August 18, 2015

Welcome and Introductions

Chairwoman Diane Newman called the meeting to order at 2:03PM.

Diane welcomes the council and thanks Dick for his hospitality.
Council, commerce staff, and audience introductions.

Matt Hunter motions to approve minutes.

Dick Anderson seconds. Ayes have it. No discussion. **Motion approved.**

Dick Anderson discussed the Sun Valley Lodge remodel, and other changes they will make later. The reception from guests and locals has been amazing. It's great for the community to have this anchor of this resort that the town can grow around.

Sun Valley Marketing Alliance Review

Arlene Schieven from Sun Valley Marketing Alliance took a few minutes to inform the council about the record breaking July they just had. There was 83% occupancy in the hotels. This summer there have been weekends when there are no rooms available. Unfortunately the smoky air in August is negatively affecting the occupancy rate. However, June surpassed all winter months in occupancy rates and bed tax received.

Arlene also mentioned that they did some research on how Sun Valley's perception has changed the past 3 years. They found that more work needs to be done in California markets. However, Washington markets are good. There is more opportunity to grow winter occupancy, so they are going to focus 60% more dollars on winter advertising especially in markets where they have air service. They have two flights a day from Seattle during Christmas time. They have started running all flights sooner in June and ending later in September. They want to build another direct flight in 2017.

Tourism Grant Review

Jill informed the Council of how the Tourism Grant Review is going to go. The Council will go through all the applications, if there are any concerns, or anything that stood out, they can discuss it. If not, they can move on to the next application.

Idaho Bed & Breakfast Association

Last year they requested \$60,062, and were awarded \$26,785.

This year they requested \$62,849.

Doug questioned if it would be possible to know how much each multi-regional association received from each region last year.

This is how much each region gave to the Idaho Bed & Breakfast Association in 2014:

- Region 1 - \$2,600
- Region 2 - \$4,250
- Region 3 - \$8,000
- Region 4 - \$2,750
- Region 5 - \$2,500
- Region 6 - \$6,000
- Region 7 - \$658

Total: \$26,785

Doug stated that the Los Angeles travel show does not seem like a show that brings in enough money for what they have to pay in order to go to it. Jill assured that a clause can be added to their contract explaining that this trade show is under consideration.

Idaho Outfitters & Guides Association

Last year they requested \$154,965, and were awarded \$73,632

This year they requested \$181,585.

This is how much each region gave to Idaho Outfitters & Guides Association in 2014:

- Region 1 - \$6,000
- Region 2 - \$12,000
- Region 3 - \$28,000
- Region 4 - \$2,000
- Region 5 - \$10,632
- Region 6 - \$9,000
- Region 7 - \$6,000

Total: \$73,632

No discussion.

Idaho RV Campgrounds Association

Last year they request \$93,940, and were awarded \$72,940.

This year they requested \$99,187.

This is how much each region gave Idaho RV Campgrounds Association in 2014:

- Region 1 - \$7,550
- Region 2 - \$3,890
- Region 3 - \$33,000
- Region 4 - \$7,500

- Region 5 - \$6,000
- Region 6 - \$12,000
- Region 7 - \$3,000

Total: \$72,940

Jim noted that this entity was involved in a bit of a change in the fulfillment process. In order to effectively make the change, they need more money. Diane Norton stated that they had a meeting where they came up with a formula that will work for Idaho RV Campgrounds Association to stand on their own. Tourism will pay through January 2016, and will fulfill \$4,500 until then. Therefore, Jim explained that an increase of \$10,000 for the extra fulfillment is being requested. Anne Chambers from Idaho RV Campgrounds Association stated that last year's fulfillment cost for the state was \$15,000.

Idaho Ski Areas Association

Last year they requested \$79,406, and were awarded \$54,065.

This year they requested 99,000.

This is how much each region gave Idaho Ski Areas Association in 2014:

- Region 1 - \$4,600
- Region 2 - \$1,000
- Region 3 - \$22,000
- Region 4 - \$1,500
- Region 5 - \$3,965
- Region 6 - \$9,000
- Region 7 - \$12,000

Total: \$54,065

No discussion.

Region 1

Coeur d'Alene Chamber of Commerce & Visitor's Bureau

Last year they requested \$493,200, and were awarded \$451,000.

This year they requested \$550,000.

No discussion.

North Idaho Tourism Alliance

Last year they requested \$133,340, and were awarded \$84,000.

This year they requested \$250,500.

Matt Borud noticed that they are missing their 990s form. Jill explained that she will get those before issuing awards. Grant requirements state that they need a viable tourism program in place. Every grantee does have this, so Jill is comfortable getting this from them later. Matt Hunter noticed that multiple grant applications did not have it. They have Articles of Incorporation's, but not 990's. He questioned if that is that acceptable and if we are going to wait to award the money until we get those. Jill explained that the Articles of Incorporation, and the nonprofit papers should all be up to date in the application, but if they are not, we will wait until

after we get them to award the money. Until then they will still go through their applications as if they have all the information.

Post Falls Chamber of Commerce

Last year they requested \$108,240, and were awarded \$68,500.

This year they requested \$81,510.

No discussion.

Greater Sandpoint Chamber of Commerce

Last year they requested \$258,639, and were awarded \$132,000.

This year they requested \$226,691.

No discussion.

Region 2

Grangeville Chamber of Commerce

Last year they requested \$19,828, and were awarded \$12,500.

This year they requested \$13,448.

Jill mentioned that they requested a capital purchase, however there is only one of those allowed per region, and another grantee has requested it this year too. If nobody makes a request for it at this time, a grantee can apply for it later. Courtney questioned if it makes sense to only give one capital purchase a year. Jill proposed making capital expenses a topic of discussion in another meeting. The Council agreed.

Hells Canyon Visitor Bureau

Last year they requested \$69,366, and were awarded \$40,000.

This year they requested \$89,760.

No discussion.

Kamiah Chamber of Commerce

Last year they requested \$40,679, and were awarded \$23,500.

This year they requested \$49,988.

No discussion.

Moscow Chamber of Commerce

Last year they requested \$142,110, and were awarded \$43,000.

This year they requested \$108,160.

Jill noted that they are also requesting a capital purchase.

North Central Idaho Travel Association

Last year they requested \$55,048, and were awarded \$37,000.

This year they requested \$75,000.

Lara explained that all the grantees in Region 2 are asking for total of \$460,000, however there is only \$402,700 to give. Things are falling apart again in the North Central Idaho Travel

Association, it is not a strong organization anymore, and does not help the smaller communities in Region 2. Lara said she is struggling with getting the region to work together. North Central Idaho Travel Association does a Discover Guide for Region 2 that helps region collaboration. If that went away everyone else would have to do their own brochures. The council is concerned that there is not a President or Vice President at the North Central Idaho Travel Association, especially if they were to be granted money. Lara mentioned that there are other grantees that could use that money. Chairwoman Newman suggested that if there isn't a person to receive the grant money, they shouldn't receive the money.

Orofino Chamber of Commerce

Last year they requested \$32,659, and were awarded \$16,000.
This year they requested \$33,189.

The council noted that the Orofino Chamber of Commerce has problems with their cash match. It looks like they are selling advertising and using it as match. Jill agreed that more details are needed regarding that.

Salmon River Chamber of Commerce

Last year they requested \$73,700, and were awarded \$35,000.
This year they requested \$76,120.

Jill stated that their cash match has a similar problem as Orofino Chamber of Commerce.

Region 3

Boise Convention & Visitors Bureau

Last year they requested \$714,000, and were awarded \$687,000.
This year they requested \$768,700.

Dick observed that they had the top score.

Cascade Chamber of Commerce

Last year they requested \$56,650, and were awarded \$38,000.
This year they requested \$54,395.
No discussion.

Gold Buckle Champions Inc.

Last year they requested \$99,911, and were awarded \$48,000.
This year they requested \$48,510.

Jim remarked that they had the lowest score, and the Region 3 representative is aware of their issues. There will be a motion to move them into Southwest Idaho Travel Association tomorrow and at a significantly reduced amount of money.

McCall Chamber of Commerce

Last year they requested \$248,950, and were awarded \$145,000.

This year they requested \$230,154.
No discussion.

Meridian Chamber of Commerce

This year they requested \$39,930.
They are a new grantee this year.

Jim suggested moving them into Southwest Idaho Travel Association to help market the whole area. Tomorrow a motion will be made to give more money to Southwest Idaho Travel Association and make them work with Meridian Chamber of Commerce.

Nampa Chamber of Commerce

Last year they requested \$131,171, and were awarded \$53,000.
This year they requested \$115,301.
No discussion.

Southwest Idaho Travel Association

Last year they requested \$341,445, and were awarded \$274,205.
This year they requested \$325,000.

Courtney wondered how the Council feels about supporting websites that aren't a grantee. He questioned if the Idaho Travel Council is responsible for the Warhawk Museum or the Geotourism Center. Money given to regional organizations are supposed to help the smaller local businesses but these organizations have other funding too. Courtney does not think it's the Idaho Travel Council's responsibility to give money for those organizations. Dick and Matt Borud agree.

Region 4

Southern Idaho Tourism

Last year they requested \$254,900, and were awarded \$269,450.
This year they requested \$240,600.
No discussion.

Region 5

Bear Lake Convention & Visitors Bureau

Last year they requested \$44,550, and were awarded \$37,868.
This year they requested \$42,625.

Matt Hunter observed that Bear Lake Convention & Visitors Bureau gets their grant money matched with Utah, so we getting Utah money to fund Idaho.

Pioneer Country Travel Council

Last year they requested \$99,550, and were awarded \$90,000.
This year they requested \$99,900.
No discussion.

Pocatello Convention & Visitors Bureau

Last year they requested \$107,175, and were awarded \$90,000.
This year they requested \$129,390.
No discussion.

Region 6

Snake River Territory Convention & Visitors Bureau

Last year they requested \$145,550, and were awarded \$151,372.
This year they requested \$161,433.
No discussion.

Teton Valley Chamber of Commerce

Last year they requested \$49,500, and were awarded \$51,480.
This year they requested \$91,245.

Jill noted that they are also requesting a capital purchase for the Adobe Creative Suite.

Yellowstone Teton territory

Last year they requested \$223,925, and were awarded \$257,873.
This year they requested \$284,005.

Jill mentioned that their budget sheets had items listed under the Show and Display column but they are actually a capital expense.

Region 7

Hailey Chamber of Commerce

Last year they requested \$49,830, were awarded \$27,800.
This year they requested \$114,637. Diane Norton mentioned that she visited with Pat from the Hailey Chamber of Commerce in March and they said they need more grant money because they support so many events, and there are no other places in Region 7 that support events. Dick agreed and confirmed that the Sun Valley Marketing Alliance does not fund many events.

Lemhi Country Economic Development Association

Last year they requested \$35,530, and were awarded \$25,000.
This year they requested \$26,000.
No discussion.

Lost Rivers Economic Development

Last year they requested \$45,430, and were awarded \$4,000.
This year they requested \$15,730.

Dick stressed that Idaho Travel Council needs to make sure Lost Rivers Economic Development has a grant administrator before they are awarded any money.

Stanley-Sawtooth Chamber of Commerce

Last year they requested \$46,527, and were awarded \$36,400.
This year they requested \$49,291.

Jill discussed that the Stanley-Sawtooth Chamber of Commerce is trying to show that producing the Stanley radio show is an effective marketing tool. It's received only in Stanley and Boise. It's a radio show from the concerts hosted there. Jim noted that the Stanley-Sawtooth Chamber of Commerce made the argument that whenever they air the show they get numerous calls about people wanting to know when they can come up next to see the concert. Dick said they do have quite a few concerts there that draw a lot of people. The council determined the radio show is a good marketing tool.

Sun Valley Marketing Alliance, Inc.

Last year they requested \$315,460, and were awarded \$210,510.
This year they requested \$250,000.

Dick declared that he is going to make a motion that some of their money needs to be used to support local events.

Jill closes the first ever grant review session with all council members. She will take feedback toward improving the process.

Chairwoman Newman asked if there is any other business.

Doug wants to make sure all the regions know exactly how much money they have to award tomorrow.

- Region 1 - \$819, 947
- Region 2 - \$247,330
- Region 3 - \$1,440,700
- Region 4 - \$291,608
- Region 5 - \$279,667
- Region 6 - \$539,934
- Region 7 - \$338,986

Dick motions to adjourn meeting.

Jim seconds. Ayes have it. **Motion approved.**

Meeting adjourned 4:34PM

Wednesday, August 19, 2015

Chairwoman Diane Newman called the meeting to order at 9:02AM.

Grant Awards

Jill explains the process will be similar to last year. The council members will read out their recommendations and then they will discuss and vote. Chairwoman Newman noted that whoever makes the motion does not get a vote.

Region 1

Doug Burnett motions to award the following:

- \$2,800 to Idaho Bed & Breakfast Association (stipulation: The LA Travel Show be excluded until further benefits are explained for show). Dick seconds. Ayes have it. **Motion approved.**
- \$6,197 to Idaho Outfitters & Guides Association. Dick seconds. Ayes have it. **Motion approved.**
- \$9,200 to Idaho RV Campground Association. Dick seconds. Ayes have it. **Motion approved.**
- \$5,000 to Idaho Ski Areas Association. Jim seconds. Ayes have it. **Motion approved.**
- \$488,000 Coeur d'Alene Chamber of Commerce. Dick seconds. Ayes have it. **Motion approved.**
- \$94,000 to North Idaho Tourism Alliance. Jim seconds. Ayes have it. **Motion approved.**
- \$73,250 to Post falls Chamber of Commerce. Jim seconds. Ayes have it. **Motion approved.**
- \$141,500 to Greater Sandpoint Chamber of Commerce. Dick seconds. Ayes have it. **Motion approved.**

Region 2

Lara Smith motions to awards the following:

- \$55,865 to Hells Canyon Visitor Bureau. Jim seconds. Ayes have it. **Motion approved.**
- \$56,365 to Moscow Chamber of Commerce. Jim seconds. Ayes have it. **Motion approved.**
- \$42,000 to Salmon River Chamber of Commerce. Doug seconds. Ayes have it. **Motion approved.**
- \$22,000 to Orofino Chamber of Commerce. Jim seconds. Ayes have it. **Motion approved.**
- \$33,000 to Kamiah Chamber of Commerce. Jim seconds. Ayes have it. **Motion approved.**
- \$13,000, with the capital expense, to Grangeville Chamber of Commerce. Doug seconds. Ayes have it. **Motion approved.**
- \$4,500 to Idaho RV Campground Association. Doug seconds. Ayes have it. **Motion approved.**

- \$1,000 Idaho Ski Areas Association. Dick seconds. Ayes have it. **Motion approved.**
- \$4,600 to Idaho Bed & Breakfast Association. Jim seconds. Ayes have it. **Motion approved.**
- \$15,000 to Idaho Outfitters & Guides Association. Jim seconds. Ayes have it. **Motion approved.**
- \$0 to North Central Idaho Travel Association. The reason is that they do not have the structure within the organization to be awarded a grant this year. Dick seconds. Ayes have it. **Motion approved.**

Region 3

Courtney Ferguson motions to award the following:

- \$742,500 to Boise Convention & Visitors Bureau. Doug seconds. Ayes have it. Jim abstained from voting. **Motion approved.**

Jim Manion motions to award the following:

- \$42,000 to Cascade Chamber of Commerce. Doug seconds. Ayes have it. **Motion approved.**
- \$165,462 to McCall Chamber of Commerce. Matt Hunter seconds. Ayes have it. **Motion approved.**
- \$77,500 to Nampa Chamber of Commerce. Doug seconds. Ayes have it. **Motion approved.**
- \$313,000 to Southwest Idaho Travel Association with two stipulations:
 - First is that Southwest Idaho Travel Association uses \$18,000 to work with the Meridian Chamber of Commerce to help market the area, and the Bio Skills Learning Center. They will use some of that money to organize a FAM trip to bring orthopedic surgeons to that facility, and attend any travel shows to market that facility.
 - Second, \$8,000 is to be used to work with Gold Buckle Champions, specifically to use in advertising in the appropriate horse trade publications to bring people into the area.

Matt Hunter seconds. Ayes have it. **Motion approved.**

- \$0 to Gold Buckle Champions. Matt Hunter seconds. Ayes have it. **Motion approved.**
- \$0 Meridian Chamber of Commerce. Matt Hunter seconds. Ayes have it. **Motion approved.**
- \$10,000 to Idaho Bed & Breakfast Association. Doug seconds. Ayes have it. **Motion approved.**
- \$31,000 to Idaho Outfitters & Guides Association. Doug seconds. Ayes have it. **Motion approved.**
- \$35,238 to Idaho RV Campgrounds Association. Doug seconds. Ayes have it. **Motion approved.**
- \$24,000 to Idaho Ski Areas Association. Dick seconds. Ayes have it. **Motion approved.**

Region 4

Courtney Ferguson motions to award the following:

- \$275,608 to Southern Idaho Tourism. Doug seconds. Ayes have it. Diane abstained from voting. **Motion approved.**

Diane Newman motions to award the following:

- \$2,500 to Idaho Bed & Breakfast Association. Lara seconds. Ayes have it. **Motion approved.**
- \$2,500 to Idaho Ski Areas Association. Dick seconds. Ayes have it. **Motion approved.**
- \$2,500 to Idaho Outfitters & Guides Association. Lara seconds. Ayes have it. **Motion approved.**
- \$8,500 to Idaho RV Campgrounds Association. Lara seconds. Ayes have it. **Motion approved.**

Region 5

Matt Hunter motions to award the following:

- \$2,500 to Idaho Bed & Breakfast Association. Dick seconds. Ayes have it. **Motion approved.**
- \$2,000 to Idaho Outfitters & Guides Association. Dick seconds. Ayes have it. **Motion approved.**
- \$6,500 to Idaho RV Campgrounds Association. Dick seconds. Ayes have it. **Motion approved.**
- \$2,500 to Idaho Ski Areas Association. Dick seconds. Ayes have it. **Motion approved.**
- \$42,125 to Bear Lake Convention & Visitors Bureau. Jim seconds. Ayes have it. **Motion approved.**
- \$99,900 to Pioneer Country Travel Council. Lara seconds. Ayes have it. **Motion approved.**
- \$124,142 to Pocatello Convention & Visitors Bureau. Lara seconds. Ayes have it. **Motion approved.**

Region 6

Jim Manion motions to award the following:

\$284,000 to Yellowstone Teton Territory. Doug seconds. Ayes have it. Courtney abstained from voting. **Motion approved.**

- \$161,500 to Snake River Territory Convention & Visitors Bureau. Lara seconds. Ayes have it. **Motion approved.**
- \$54,634 to Teton Valley Chamber of Commerce (Stipulation: None of the grant money should be spent on marketing for other organizations). Matt Hunter seconds. Ayes have it. **Motion approved.**

- \$6,300 to Idaho Bed & Breakfast Association. Jim seconds. Ayes have it. **Motion approved.**
- \$9,450 to Idaho Outfitters & Guides Association. Jim seconds. Ayes have it. **Motion approved.**
- \$14,600 to Idaho RV Campgrounds Association. Lara seconds. Ayes have it. **Motion approved.**
- \$9,450 to Idaho Ski Areas Association. Lara seconds. Ayes have it. **Motion approved.**

Region 7

Dick Anderson motions to award the following:

- \$31,000 to Hailey Chamber of Commerce. Lara seconds. Ayes have it. **Motion approved.**
- \$26,000 to Lemhi County Economic Development. Lara seconds. Ayes have it. **Motion approved.**
- \$3,000 to Lost Rivers Economic Development. Lara seconds. Ayes have it. **Motion approved.**
- \$37,400 to Stanley-Sawtooth Chamber of Commerce. Jim seconds. Ayes have it. **Motion approved.**
- \$220,000 to Sun Valley Marketing alliance. Jim seconds. Ayes have it. **Motion approved.**
- \$586 to Idaho Bed & Breakfast Association. Lara seconds. Ayes have it. **Motion approved.**
- \$6,000 to Idaho Outfitters & Guides Association. Lara seconds. Ayes have it. **Motion approved.**
- \$4,000 to Idaho RV Campgrounds Association. Lara seconds. Ayes have it. **Motion approved.**
- \$11,000 to Idaho Ski Areas Association. Jim seconds. Ayes have it. **Motion approved.**

Totals of multi-regional organizations

Idaho Bed & Breakfast Association: \$29,286

Idaho Outfitters & Guides Association: \$72,147

Idaho RV Campgrounds Association: \$82,538

Idaho Ski Areas Association: \$55,450

This year the Idaho Travel Council awarded \$3,958,721. Last year they awarded \$3,669,000. They are almost to \$4 million in grant money.

Dick wanted to amend the Sun Valley Marketing Alliance award money. He wants to make sure they spend \$5,000 on marketing each area: Sun Valley, Ketchum, and Hailey. Arlene from Sun Valley Marketing Alliance assured that they do market events in those areas, but not specifically the areas themselves. Dick clarified that he wants to make sure that the town of Hailey gets fairly represented.

Drake Cooper Agency Updates - Josh Mercaldo and Kathryn LaMott

Josh described the plan for the Co-Op Media program. The media budget is increasing by an additional \$50,000 which brings the budget up to \$150,000. The state pays \$150,000 and then a regional or multi-regional group pays \$150,000. So together it is actually \$300,000 for advertising an overall single message that sells the state.

Next Kathryn discussed the travel guide. The cover is not done yet. Most of the travel guide will stay the same as last year and they want the word count to be close to last year's. This year people from the regions will look over their regional section to make sure everything is accurate. Diane Norton explained that Tourism staff has already gone through the regions and made suggestions and updates, so after the regional representative looks it over, they'll sync up the suggestions. Diane also noted that the focus this year is to "find your park." Advertising prices in the travel guide has decreased.

Josh reviewed expenses for the travel guide and said paper may increase a little because the book might be bigger than last year. Everything else should remain constant.

Josh described the plan for the Vitamin ID campaign and how the final direction might change. They are diversifying the winter message, so if Idaho gets a poor snow year, they can advertise other things too. Vitamin ID has the same budget as last year and marketing will start in November instead of October. They will be marketing to the same areas as last year, but more media toward Seattle. Drake Copper will still work heavily with Ski Idaho And they also worked with 44North to send out a direct mail postcard showcasing Idaho winter.

Courtney asked if the Vitamin ID campaign is going to be phased out. Josh explained that it is just going to change so they are talking about more of Idaho's winter activities, not just skiing. The idea of prescriptions are phased out. But the "Get the Blahs Out" is very general so they can advertise any activity with that.

Kathryn detailed the *18 Summers* website campaign and the message that there are only 18 summers with your children, so make memories and come to Idaho. Last year there were 3 different contests every month and they built a tool for helping discover Idaho adventures. Each landing page has photos, map, weather, things to know, and inspiration.

The Visit Idaho website is a huge project. Drake Copper thinks Idaho can own Attainable Adventures, like skiing, snowmobiling, hiking, and other adventurous outdoor activities. Those take more planning than just going to Disneyland so the Visit Idaho website needs to be inspirational so people want to come and will put in the work. It's a user-friendly site and will launch at the end of October. The website will have trip tips, pictures, and blogs to help show all adventures. They want to get the website more social media friendly by posting pictures that other people have posted.

Josh explained that Idaho is marketing to Canada because consumers there match the targeted family demographic. Idaho has the same budget as last year, but they are hoping to cash match with Brand USA to further our advertising dollars.

Last time Idaho did a state wide research study was in 1990. It is important to research the perception of Idaho, and to have annual research of Idaho, which is what neighboring states are doing. Drake Copper wants to do an economic impact study every year and a perception study every 8 years. During the March meetings, all the grantees said they wanted more research done of Idaho.

Other updates from Drake Cooper are that a new Raft Idaho/whitewater brochure has been printed. Idaho Outfitters & Guides Association handles fulfillment of this piece. Also a new kid's brochure was printed.

Department of Commerce Updates

Diane Norton informed the Council that Andrea Rayburn is the new tourism staff member. She has been repurposing some blog content. As of Tuesday August 18, 2015, 8:30AM all of the tourism calls moved to Intelligent Office, in Boise. It is a call center. Idaho Tourism is paying a reduced fee to have their calls go to Intelligent Office. This frees up tourism staff to work on more projects.

Diane announced that Idaho has had great publicity this year. Idaho has been featured in CNN, Motorcycle Mojo magazine, and City and Life Canadian magazine.

Idaho Transportation Department received a grant to renew the signage at all Idaho rest stops. Idaho Tourism helped update the 34 signs, and they are being replaced next spring with the Visit Idaho message.

Diane explained the Tourism budget. Idaho received \$8.7 million in lodging tax in fiscal year 2015, which is an 8.65% growth over last year. There was an uptick in legal fees, other than that, no surprises. Moving forward they are going to continue tourism tours around Idaho. The staff didn't travel as much as anticipated, so the travel budget will change from \$75,000 to approximately \$55,000. This year the budget for the information phone number will be \$10,000. Idaho state parks have reached out to Idaho Tourism and they already have a staff that is trained to take calls for Idaho state parks, so the Tourism phone number could move to them. The snowmobile contest winner is being postponed another year, because of lack of snow. This is the third year it has been postponed.

Idaho Tourism is scaling back international markets to just 3 places. AviaReps is doing a research study that looks at passports to see how many people are coming to Idaho. Idaho Tourism is putting together a list of international and domestic shows they will go to. They want to do more tours with tour operators from international markets. They are also scaling back on domestic shows. Next month Idaho Tourism is hosting two FAM tours in Idaho; one will be a culinary FAM, working with the Idaho Wine Commission. Additionally, the July lodging tax is up 22.3% from last year.

Matt Hunter discussed his idea to increase the audit threshold. His goal is to put more money into tourism instead of paying accountants to do audits. It takes a lot of time and \$3,000 to do an audit, plus it's hard to find a CPA to audit \$100,000. Jim suggests that it should be changed

from an audit to a “financial review.” Matt Hunter asked if the fiscal team at Idaho Commerce could do it, but Jill said they don’t do a financial reviews yet.

Jill stated that last year nine grantees were audited. The Council has discussed wanting to see more audits, and potentially doing random audits. Courtney said he is not in favor of increasing the limit. The grantees that are not being audited are the ones to worry about potentially spending the funds incorrectly. Matt Hunter suggested doing a random 25% of grantees each year. Matt Borud agreed and said that to achieve due diligence, grantees should be audited randomly.

Jill suggested to continue the discussion at the October meeting.

Matt Hunter motions to raise the audit threshold to \$150,000. Not seconded. **Motion not approved.**

Chairwoman Newman stated that her region felt left out from *18 Summer’s* campaign. The video didn’t represent them very well. Matt Hunter agreed that his region felt the same.

Jim explained that when grantees submit an amendment, he is hesitant to vote on it until the regional rep weighs in. He thinks that whenever an amendment is submitted, the representative from that region should first give their recommendation. Matt Borud suggested there be an email or communication to the council person first regarding the amendment, the Council member responds, sends it to Jill, and she sends out the response to everyone else. The Council agreed that is a good arrangement.

Diane Norton said the plan for the October meeting is to be at the Teton Springs Lodge and Spa. However, she has not been able to reach them to see if that is still okay with them. The Council decided that October 20 and 21, 2015 works for everyone.

Diane Norton mentioned that grantees can request the registration fee be paid for ICORT, and perhaps there are other conferences that could be added to that list, for example, ESTO.. She wants the Council to think about any other conferences that the grantees could get registration fees paid for.

Dick motions to adjourn the meeting.

Doug Seconds. Ayes have it. **Motion approved.**

Meeting adjourned at 11:50AM.