

**Idaho Travel Council
Sun Valley Resort - Sun Valley, Idaho
August 3 & 4, 2010**

Minutes

Council Members Present

J.J. Jaeger, Region I
Frances Conklin, Region II
John May, Region III
Diane Newman, Region IV
Bill Code, Region V
Ray Byington, Region VI
Dick Andersen, Region VII

Guests Present

Bill Drake, Drake Cooper
Josh Mercaldo, Drake Cooper
Carol Waller, Sun Valley CVB
Bobbie Patterson, Boise CVB
Brett Adler, Boise Rec Fest, TVCC
Noel Lucky, Golf Digest Marketing
Trevon Milliard, Idaho Mountain Exp.
Jake Peters, SV Marketing Inc
Tim Silva, SV Company
Brent Gillette, SV Company
Cindy Forgeon, Chamber Commerce Board

Council Members Absent/Excused

Paul Norton, Member At-Large

Commerce Staff Present

Karen Ballard, Tourism Administrator
ReNea Nelson, Tourism
Laurie Zuckerman, Tourism
Melonie Bartolome, Financial Manager

Guests Present - Continued

Debbie Dane, Southern Idaho Tourism
Mike Thompson, Mongul Management
Evelee Hill, Auro Soma Lava Hot Springs
Anne Chambers, IRVCA
Reid Rogers, TVCC
Jeanne Rogers, TVCC
Greg Peterson, SVKCVB
Jill Risso, SV Marketing Inc
Jack Silback, SV Company
Debbie Dane, Southern Idaho Tourism

Tue 3 Aug 2010, John May, ITC Chair, Audio file "ITC Aug 2010 Welcome May & Finances Ballard"

Meeting called to order by Chair John May.
Chair May welcomed all present and introduced Ray Byington.

Additions agenda: Approval of the minutes. Correspondence piece under CeCe Gasner.

Approval of Minutes -

Conklin: Add to minutes that John May was in attendance at last meeting

Conklin: Budget cut total should be \$200,750

Conklin: needs clarification on mandatory pre-submittal of grant request a week prior to presentation. Although the motion did not say it was mandatory, the intent was that it be mandatory in order that council members will be aware of the grants. Nelson will continue this discussion during her talk.

Motion. It was moved (Code) and seconded (Andersen) that the minutes of the 3 June 2010 meeting be approved with understanding that ITC will discuss pre-application further. Motion passed.

Strategic Plan and Budget Review, Karen Ballard, Tourism Administrator, Audio File "ITC Aug 2010 Welcome May & Finances Ballard" (10:30 minutes)

Karen Ballard discussed the Strategic Plan, 2010 work plan Accomplishments, and 2010 budget.

Tourism Strategic Plan 2010 is required by Director Dietrich and shows accomplishments for 2010. Tourism Strategic Plan 2010 - 13 is high level view of Tourism goals and metrics. Division drills down this plan to create detailed a detailed work plan which is linked to the budget line items, goals for advertising agency, and customer relationship management system, Salesforce. Drake Cooper and Salesforce help division to track goals and results. The 2011 work plan is still in formulation due to budget line items in flux and not due until October 1.

Blue sheet shows final budget for 2010. Ballard suggests working off a flat budget. Collections were down 8.48% which goes back to 2006 levels. Ballard suggests budgeting for 5% with all 5% going into contingency and working off a flat budget.

10% of budget goes into administration; last year division had to pull from marketing to pay wages. There was some roll over in funds. This year may have to pull \$100,000 wages from marketing. This is acceptable and legitimate because most of staff works on marketing; however, her goal is to have all salaries come from administration.

Difference between this year and last year is that Parks and Recreation cannot pay \$25,000 toward visitor centers. Council felt this was important to support these in previous discussion.

Budget includes \$4,500 for tourism studies. This would be done in conjunction with Department of Labor to find out what kind of statistical data they have that will help us with tourism. The intent is to find information they have and not duplicate our efforts.

Tourism is obligated to help support Commerce overseas offices in Taiwan, China, and Mexico with \$750/month for maintenance of website and phone line in Japan. The Japan office could be eliminated.

Some of the numbers are lifted from last year such as fulfillment. Anything that ends up being savings will go into advertising budget. It is 2/3 media and print and 1/3 on line. This will be much more fluid as print draws people to on-line. They may not be broken up in the future.

These numbers just came to Ballard on Friday and budget not due until October 1. She does not need feed back until prior to October 1.

May had positive feedback on strategic plans and accomplishments. May reiterated comments about using a flat budget for this year. If there is a 5% increase off collections this year, it

would be put into a contingency fund. Council members agreed that this is a smart plan. Ballard believes we have hit bottom.

Ballard also pointed out companion piece (attached) that lists each staff member is responsible to a specific region. Staff attempts to attend two regional meetings per year.

Collections were down 8%, at 2006 level.

Ballard pointed out document that indicates each staff member looks after a specific region and will attempt to attend a regional meeting twice a year.

Council would like to review financial documents tonight and discuss them during Wednesday's agenda.

Grant Program Discussion, ReNea Nelson Commerce Staff, Audio file, "ITC Aug 2010 Grant Discussion Nelson"

ReNea Nelson reviewed Idaho Travel Council memo that describes what the council wants to see in a grant application. Several years ago grantees requested some type of memorandum that would be a broad statement stating what the ITC would like to see in a grant proposal. The council has been working on the document since then. The document that they reviewed is the final draft. Once adopted it will be put on the website as a statement to the grantees explaining to them what the council endorses. (Please see attached document that is in boxed format.)

As grant program has been revamped, everything has been tied to the guidelines and references them. The side bar in the document cross references guidelines. Nelson read important bullet items from the document.

Discussion on encouraging grantees to document all match followed. Conklin recalled previous council discussions requesting grantees to document match all they have, beyond 12.5%, in order to know if communities do have buy-in. Nelson discussed difficulties for grantees to have more paperwork that will hold up processing their grant when they have exceeded match. Byington requested the purpose for knowing if the program has made more match than original document. Audience suggested that any match over 12.5% be documented on quarterly reports. Nelson suggested that we add a section on grantees' quarterly narrative report to add and clarify addition match on quarterly reports.

Motion. Conklin motioned that council accept 2010/11 Idaho Travel Council memo-document as presented. Code seconded. Document was adopted into council's records.

Nelson will add document to website home page so that it is readily available to grantees.

Organizational Viability Discussion

Carol Waller, Sun Valley CVB, Audio file "ITC Aug 2010 CVB Waller and Paterson"

Waller explained transitions with Sun Valley Chamber and Visitors Bureau with new marketing board that is currently being created. By next year they will be eligible to apply for grant

funds. SVCVB is working in partnership with them and will be responsible for administering grant funds. This is a transition year.

May asked for name of new entity. Waller believes it is tentatively called the Sun Valley Resort Area Marketing Team.

Dick Anderson, John May and Karen Ballard met with new group Monday 2 August to learn the group's mission. The Council wanted the group to understand how players will work in partnership and that Carol's group, SVCVB, will be overseeing ITC funds at this time.

A question was raised on what funding will be available starting October 1 by the marketing committee and the cities. Waller has not been told anything by the marketing committee. The cities will be channeling funding to the marketing board and the Chamber Visitor's Board will apply to the marketing board. Although they have had preliminary discussions, they have not had a formal proposal.

SVCVB has two sources of funding: both cities and Chamber members. They have about \$100,000 from Chamber members, and they are not sure what they have beyond that.

Conklin: What would happen if they only received \$100,000 plus grant? Would that be sufficient to implement the programs? Walker believes it is. They will make it work. However, there is need for additional funding.

Ray Peterson, Treasurer for the Chamber, commented on productive meeting he had with Doug Peters and Jane Risso following May's & Ballard's meeting. Jake Peterson commented on his support and enthusiasm for the program.

Bobbie Patterson, Boise Chamber and Visitor Bureau, Audio file "ITC Aug 2010 CVB Waller and Paterson" (11:30 minutes)

Boise Chamber and Visitors Bureau, gave a hand out. She then began to describe the situation in Boise between the BCVB and GBAD, Greater Boise Auditorium District.

In Boise, the room tax authority is vested in GBAD. This is unusual in the state of Idaho and other states that local option authority on hotels is vested in special tax industries. In other states, it is vested in a city or county and groups like BCVB would go to the city or county. Groups that want to build facilities would go to the city or county.

In Boise, the funding authority has been dedicated to building appropriate public facility and promoting that facility as part of the economic development of the city for the last 28 years. This is an elected board of five individuals who serve six years. They have funded the effort to market this facility through BCVB.

There were court challenges in Pocatello to their auditorium district with taxing authority that was created about ten years ago. They never intended to build a facility. Although well intentioned, they probably were not compliant with the legislature. They wanted to collect the room tax at a 2% level to compliment the grant fund and promote existing facilities in Pocatello.

Ameritel, a privately held company, has challenged the auditorium districts in Idaho, possibly because Ameritel is opposed to taxes. They have aggressively worked to block the formation of auditorium districts in Idaho and the building of public facilities in Idaho. These types of facilities are and would be a big draw in many communities and would be helpful to the tourism industry in their communities.

Pocatello was sued by Ameritel. Ameritel wanted the court to force the dissolution of the district because they were not compliant with the intent to use the money to build a public facility. Pocatello argued back that what they did was good for the community, and they should be allowed to continue to market existing facilities. The court ruled that, although the district was well intentioned, the court cannot rule on good intentions. Finally ruling was that Pocatello cannot collect the room tax and market existing facilities; they must get a plan to build something.

Patterson understands this ruling to mean that Pocatello must have a plan to build something *and they can also market existing facilities*. Boise's attorney understood the ruling to mean that *auditorium districts can only market their building*. Patterson counters that, although their building is incredibly important part of their product, it is not the whole destination. (17:10)

GBAD's board is currently divided on the Pocatello court ruling and how to move forward. Patterson states that, although the battle is about them, BCVB is not in the battle. Two members think that the way they have always handled funding is the right answer. Three members want to take all their marketing in-house. 18.02

The bureau is a privately incorporated 501 C6, established for 28 years, and is not part of the auditorium district. The question for the Boise community is whether or not they need a convention and visitor's bureau. BCVB is to market the community and to drive economic development that creates demand for hotel rooms because all of their funding comes from hotel rooms.

Three weeks ago GBAD voted to fund BCVB through another quarter so the issues could be resolved. They changed their vote to stop funded by August 30, 2010, because three GBAD members were not happy with BCVB's audit and management report.

BCVB does a great deal of direct sales. They have an aggressive program. They measure [employ](#) (??) expenses against expense report more tightly than they do credit card expenditures because they need to report back to the grant that every expense is tied to a program. Purchases for a specific program like flights may be made months in advance. These types of expenses do have a note of explanation that is noted on the audit.

GBAD did mention that they might reconsider funding if BCVB, "got rid of Bobbie." Patterson admits that her leadership has been strong and that GBAD might have an easier time taking over the bureau if she were not leading.

Patterson reiterated Chair May's question as to whether the Bureau will continue. Patterson says, yes, although she does not know how they are going to do this. They have twelve employees. They have met with Department of Labor to learn about unemployment. Office

space and furniture have been donated to them in the case they have to move out of their current offices. Patterson is determined to continue their programs.

This is not a permanent issue. Two GBAD member's terms end January 2011; these are two of the three members who want to take marketing in-house. This, however, is complicated by the legislature changing when members are elected.

In the past, they would step down in January, and an election would be held in February. The new law states that elections can only be held in November. This is a difficult issue for special taxing districts because they do not belong to a city or county, and in odd years it is non-partisan elections. If the board members hold their seats through November, this is violation of suffrage—extending terms. The suggestion is to go to the Idaho Senate State Government Affairs Committee and ask for a one-time special election.

Patterson and BCVB believe that they can get newly elected GBAD members to understand the tourism industry and understand that this chaos does not benefit the industry.

This is not a local issue. It (what is happening in Boise) is on the front pages of the travel industry trade news. Patterson has received calls from throughout the nation wanting information about these current events.

BCVB staff, employed or not employed, will continue to monitor grant programs and grant dollars with hope that all will be restored in the spring. (24 minutes)

The auditorium district has clouded the issue by attempting to convince the members of the Idaho Travel Council and the Travel Council as a whole that GBAD qualifies for the grant programs. The idea that we can give travel dollars to public entities opens the door to issues that the travel council will not want to deal with. For example, would ITC have to deal with cities using travel dollars for parks?

Patterson asked the council to trust BCVB's work and staff. She asked the council to trust that BCVB will get the problems fixed and accomplish their programs.

Patterson brought up the headlines that three staff members from convention bureau went to work for the center. She believes this is smart to obtain people who know how to do the work. Patterson reiterates that BCVB will work with them.

Patterson noted that she met with two of the BCVB's board members that morning. They would like to hold an emergency meeting to vote on continuing funding to BCVB. (27 minutes)

Patterson will be meeting with Boise Mayor Bieter. She explained why Mayor Bieter has been reluctant to comment. GBAD and all auditorium districts have taxing authority and are not accountable to any other public entity. Mayor Bieter is concerned that GBAD does not have authority over him; he is attempting to be neutral and at the same time hoping for a fix.

Patterson will also be meeting with the two members of the Senate Government Affairs Committee at their request.

May opened the floor for questions to Patterson. (28 minutes)

Andersen expressed appreciation to Patterson for helping him understand the situation. Patterson elaborated on preparations her staff is making to move and disappointment Boise community has in GBAD because their members have been very volatile and unprofessional during their public meetings.

May explained that council is dealing with many new situations this year. Many major issues have been with larger grantees. May struggles with the fact that Boise is the largest grant contributor and recipient in state and at the same time there is major disagreement within their auditorium district, GBAD. GBAD is split down the middle regarding how BCVB should spend grant dollars. This brings into question how GBAD will fund BCVB especially after August.

The major question is whether or not BCVB will continue to exist. May reports that the community's hotels and tourism industry is in support of the BCVB. They are happy with the job that the BCVB has done and are willing to work to keep it afloat. May does not know how this is going to work (in the immediate future). May does believe that the current conflict will be worked-out in a timely fashion. May will have some grant recommendations tomorrow. He asks ITC members to be flexible.

May pointed to correspondence from Boise Auditorium District (GBAD) (attached). They stated that they would be willing to accept the grant. However, May pointed out that GBAD is not eligible for the grant. They do not have an application nor are they a non-profit. In a letter from the Attorney General to May and Ballard, the Attorney General also stated that Auditorium District is not eligible to receive grant. (35 minutes)

May read letter from Boise Mayor Bieter in support of Boise CVB (attached). Mayor wrote to support the BCVB grant application and asked the Travel Council to approve BCVB funding. GBAD's current vote to discontinue funding to BCVB creates significant gap in their funding. Bieter is committed to work with GBAD and BCVB to help GBAD continue to explore other options to continue funding to BCVB. (38 minutes)

May read letter from George Manning, chair of Boise Visitor Convention Bureau Board of Directors (attached). Letter stated that BCVB is dedicated to profession execution of ITC grant. Board is active in working with GBAD and BCVB to identify funding. (39 minutes)

May explained that the controversy in Boise is important for many reasons. Tomorrow ITC will be considering a \$600,000 grant to an entity that may not be funded after August. He also noted that in Region Three well over 75% of revenue comes from Ada County where BCVB serves. What they sell is a huge part of the economy for south west Idaho. The business in this area do not want the BCVB to go away.

There were no other comments.

Break

Drake Cooper Agency Updates- Bill Drake and Josh Mercaldo, Audio file "ITC Aug 2010 Drake Cooper". Presentation is in italics

What's Happening

1. *GIG is continuing, with sweepstakes planned through October*
 - a. *All media for 2010 has concluded*
 - b. *Looking at new distribution Oppty's for 2011: Domestic & International*
GIG is playing in embassies throughout the world
 - c. *Sweeps will continue in 2011: Waiting list to join*
2. *New ITC Dashboard for monthly metric reporting*
 - a. *Monthly collections*
 - b. *Inquiries, leads, events*
 - c. *Website Traffic Via Google*Finding that bundled offers work the best
3. *Continuing to send footage requests (Dog Park Inn worked extremely well)*
 - a. *Telemundo TV channel*
 - b. *Top 10 Scenic Drives*
 - c. *Uruguay - national trade show*
 - d. *Bill Drake: 5 min clip of Idaho showed on all Delta flights in June on Domestic & Intl. Ballard, Delta came to us with 50% off price as they needed whitewater advertising. Ballard bumped some other items in budget.*
 - e. *Conklin commented that two people came to her inn following the GIG*

Other Projects (7:30 minutes)

1. *New panoramic shots from Regal 360.*
 - a. *Hiawatha Trail* will be shooting soon
 - b. *Shoshone Falls*—completed last year
 - c. *Minnetonka Cave*—completed last year
 - d. *Mesa Falls* -will do next August
 - e. *Mtn Borah* -will do next August
2. *Engagement enhancements.*
 - a. *New tourism blog approved*—beginning in next few weeks
Content is owned by Commerce. Drake Cooper helps with ideas.
Kelly Kluksdal and Drake Cooper maintain. Recycle press articles.
As name is discussed it allows rankings to improve on search engines.
It allows for people to rant and rave AND have commerce be in the discussion.
 - b. *Journey's newsletter to be monthly instead of quarterly, rebranded to Adventures in Living* to tie in with brand
 - c. *30 virtual tours with Regal 360* (last year had 7 tours. State does not pay for these. They are created by CVC's, Grant recipients, etc. These are now probably in the top 12 visited pages. The tours that we have purchased, we own. We don't own the others. We don't have to maintain or pay for those that are added.)
3. *Launched new Lewis & Clark site.*
www.lewisandclarkidaho.org, very interactive with photos and maps
4. *Updated regional pages on Visit Idaho.*
5. *Scenic Byways marketing plan underway.*
6. *GeoData Version 3 Release.* (company in Sandpoint that does virtual mapping. Version three was just released.)

GIG Sweeps (20 min) showed the diversity of offers and number of partners.

Northern

Silverwood, CDA Resort, ROW Adventures, GuestHouse Inn,

Triple Play, Lake Pend Oreille Cruises, The Spa Seasons, La Quinta Inns & Suites, Circling Raven, Wallace Inn, Lookout Pass

North Central

Dog Bark Park, Killgore Adventures, Hells Canyon Adventures

Southwestern

Owyhee Plaza, Hotel 43, Chandlers, Roaring Springs, Hotel McCall, Shore Lodge, Boise Hawks, WarHawk Museum, National Old Time Fiddlers', Core Concepts, Modern Hotel, Thunder Mountain Line, Knitting Factory, Lucky Bums

South Central

Snake River Canyon Jam

Southeastern

TownePlace Suites by Marriott, Holiday Inn Pocatello, Highland Golf (pending), Ruby Tuesday (pending)

Eastern

Teton Springs Lodge & Spa

Central

Sun Valley Resort, Sun Valley Harvest Festival

National

Horizon Air, Smith Optics, Nike Golf

Bundled offers work the best. Example of over 600 entries/week.

This sweepstakes bring people back to site and eventually put a head on a bed.

The offers change weekly and stay dynamic.

Winter will have another campaign to replace GIG.

GIG will go quiet; Mercaldo will find new partners for the spring.

Ballard pointed out that GIG winners' positive comments are very helpful to use comments from winners in Blog, Facebook, Twitter.

Research Recommendations - Bill Drake, presentation is in italics (26 min.)

Research Needs:

- 1. To understand our customers, the marketplace dynamics and the changes and shifts that occurs in each.*
- 2. To understand the impact of our industry upon the state's economy.*
- 3. Budget of \$45,000 slated for FY11 research assignment(s).*

Research in Review

- 1. Last study on economic impact was in '04 with Global Insights.
 - 1. Data now seven years old*
 - 2. Landscape has changed**
- 2. Economic study is vital to ITC/Dept of Commerce, constituents, legislators, other policy makers & residents.
 - 1. '04 data no longer reliable for certain counties*
 - 2. New study provides strong ROI foundation*
 - 3. Provide to local communities for additional usage, including marketing programs and PR**

Recommendations

- 1. For FY11, fund an economic impact study.
 - 1. Detailed analysis of tourism's economic impact on Idaho, with optional breakouts for international travel**

2. *Two partners to consider*
3. *Collaborate with Dept of Labor*
4. *Budget permitting*
2. *For FY12, fund consumer research.*
 1. *Three years after Longwoods*
 2. *Budget permitting*

Suggested FY11 Partners:

EMSI, Economic Modeling Specialists

1. *Idaho company based in Moscow*
2. *Used by Dept of Commerce & Labor*
3. *Database subscription, industry reports (jobs)*

Dean Runyan Associates

1. *Portland based*
2. *Used by ITC in 1997*
3. *Economic impacts of travel to and throughout Idaho and each of its 44 counties*

Drake: Ballard has \$45,000 budget. Need to understand customers and economic impact.

Drake would like county by county identification of economic impact.

Jaegger confirms focus on international travel.

May agrees and will look at it when council looks at budget. May prefers to work with Idaho company EMSI more than Dean Runyan from Portland.

Travel Guide cover & review - Bill Drake, presentation is in italics (33 min.)

2011 Travel Guide

1. *Continue with 2010 design layout, updated look and feel per region.*
2. *136 page book, 4 page increase.*
3. *Continue with interactive flipbook and digital offerings.*
4. *Will add new lodging properties, content updates throughout.*
5. *Official ad sales underway - 2011 ad rates remain the same as 2010.*

DC managing sales, Process started earlier this year, larger contact database

Photography

1. *Continue with panoramic images from Regal 360.*
2. *Photography letter sent out to statewide and regional partners in late June.*
3. *Leverage existing shots, add others based on submissions.*

Content Upgrades, Josh Mercaldo (36 min.)

1. *Editorial coverage and topic areas.*
Magazine-style cover with call outs, Great Idaho Getaway with Lumpkin spread, Trip planning resources like 511 and GIS services, Enhanced coverage of locations and events per region, Blog
2. *Bundling Great Idaho Getaway DVD inside TG.*
3. *Continue offering TG/HW Map combo.*
4. *Continue offering TG as PDF downloads.*
5. *Cross promote TG across Visit Idaho's social media channels.*

Production Specs

1. *Size: 136 pages with 6 page cover and fold-out map*
2. *Qty: 140,000 guides*
3. *Same cover and interior page stock as 2010*
4. *Purchase paper in Aug before Sept paper cost increase*

5. *Files to printer: Early Nov 2010 (after 11/2 given election year)*
6. *Delivery date: Mid Dec 2010*
7. *Circulation date: Early Jan 2011*

FY11 Budget, Bill Drake (40 min.)

Budget of \$170,000

- \$158,000 for 140,000 printed units
- \$5,000 for digital units - flipbook, PDF, mobile
- \$7,000 for new media distribution (DVD)

Production (accurate and less than last year)

| | |
|------------------------------|-----------|
| Printing, paper, shipping | \$107,691 |
| Design, layout, copy | \$28,130 |
| Photography | \$65,500 |
| Pre-print, prep, press check | \$24,000 |
| Total | \$225,321 |

Revenue (this is a bit of a guess)

| | |
|------------------------------|-----------|
| Gross advertising sales | \$95,000 |
| Less cost of sales | \$27,550 |
| Net revenue from advertising | \$67,450 |
| Net ITC Budget | \$157,871 |

Budget Comparisons

1. Actual 2008

| | |
|----------------------------|-----------|
| 1. Production Expense: | \$333,816 |
| 2. Net Ad Rev: | \$120,964 |
| 3. Net Cost to ITC Budget: | \$212,852 |

2. Actual 2009

| | |
|----------------------------|-----------|
| 1. Production Expense: | \$246,264 |
| 2. Net Ad Rev: | \$102,445 |
| 3. Net Cost to ITC Budget: | \$143,819 |

1. Actual 2010

| | |
|----------------------------|-----------|
| 1. Production Expense: | \$229,575 |
| 2. Net Ad Rev: | \$76,556 |
| 3. Net Cost to ITC Budget: | \$153,018 |

May asked for number of DVDs. Mercaldo said they are looking at a few thousand to test to concept of putting a DVD in the Travel Guide. Ballard said that they are looking at using in a Netflix format. Drake discussed ad revenue and cost of paper. Mercaldo showed four cover options. There was discussion straight text (6 votes) or slanted text (2 votes). Cover will have red title text and straight side bar text. Conklin is in favor of Idaho being on the forefront-cutting edge with bold cover and Lumpkins. Mercaldo discussed the mechanics of the cover being on the cutting edge: match our brand, URL on cover, and concept based on research. Cover stays true to research of attitudes on image of our state: a family centered, rustic and recreation state.

Present Winter Program - Mercaldo, presentation is in italics (54 min.)

Destination Winter Marketing

1. *FY11 strategy will continue to use downhill skiing as a lure to attract winter visitors. Primary objectives are to increase bed tax collections, drive web site traffic and generate qualified leads & inquiries*

2. Like FY10, Drake Cooper proposes an integrated, season-long campaign. Elements include: Online sweepstakes for resort prizes and offers, Integrated media, campaign, PR & social and mobile/text, Out of Home w/ QR code

Site & Sweeps

1. Given GIG success, Drake Cooper will create an Idaho ski sweepstakes with season-long offers.
2. Work with Ski Idaho on resort partners and offers.
3. Will leverage GIG's promotional engine for sign-ups and email marketing.
4. \$40,000 investment, split 50/50 with Ski Idaho for promotional site.
5. Additional \$150,000 for media support
6. VisitIdaho.org/winter will continue to act as a portal for deals, maps, lodging information, etc.
7. All sites will run Google Analytics for tracking and performance.
8. Will be geo-targeted to travelers, but also to instate residents

Media, PR & Social (1:00:00 min)

1. Channels to support site & sweeps, as well as general Idaho winter content (events, concerts, etc).
2. Continue to partner Horizon/Alaska Air for online content and print media buys.
Nov issue is Winter Sports (Horizon issue will feature SV)
Dec issue is Great Northwest, ski section per state
3. Geo-target media and social activities to regional audiences, namely the Pacific NW, Seattle and SW Canada, instead of Western US.
4. Continue offering collateral items - Ski Idaho brochure, Travel Guide and vacation planning tools like snow reports and 511.

Other Recommendations

1. Continue to work with Vision Marketing for resort deals via Update Idaho.
2. Winter news ticker will continued to be used, particularly for weather & road reports.
3. Technical updates across /winter. Navigation updates, New Google map code
4. New ITC Dashboard will allow for monthly metric tracking. SEO/SEM
5. Google will be main search provider.
6. Will share final media plan with Ski Idaho & resort partners for optimized buys.

Snowmobile (1:10:00 min)

1. Tri-state Sled the Rockies campaign with ID, MT & WY.
 1. \$90,000 budget, \$30K per state
 2. \$80,000 for media (approved)
 3. \$10,000 for site & 6x email campaign (approved)
2. In-state Program.
 1. Projected to have 4 instate partners based on grant awards
 2. \$4,500 investment for dedicated pages within STR.com and 4x email campaign
3. Continue with sweeps, open up contest eligibility to BC and Alberta.
4. Continue promoting each state with maps, points of interest, photos/videos.
5. Yellowstone will continue to be main destination area.

Mercaldo recommends continuing to use skiing as focus to increase bed-head. GIG will go quiet. New winter sweep stakes will begin focusing on skiing. The will have QR codes that people can scan from business in Seattle area. That QR code will land people on to our Ski

Idaho site. Focus is to bring out of state people into Idaho as well provide this information to Idaho skiers.

Ballard stated that they will work with snowmobiling program to pay attention Canadian market so that they can participate in sweepstakes. Due to Canadian rules, they couldn't participate in the past. Also Canadian market is very large on taking our maps. We have distributing stations in Canada. May asked if we are distributing in summer. Ballard said that we don't have enough. Jaeger commented on how his business has improved.

Byington asked where they get email list. Mercaldo state that they will tap into previous users and site users that opt into the program.

Conklin asked why traffic is up 210%. Mercaldo said that even though the budget has stayed the same, they now have only one company managing which means they can work on optimization and the sweepstakes draws traffic.

Byington asked when advertizing goes out. Mercaldo said the first email blast begins in October and goes through March. Each state gets two blasts. Users get six blasts total.

Lunch Presentations

Golf Digest Marketing Update, Noel Lucky, Golf Digest, Audio file, "ITC Aug 2010 Gold Digest N Lucky"

Noel Lucky thanked council business & support for previous year. Her business is to continue to grow and market golf in Idaho.

Golf Digest for Canada is 32,000. Idaho is getting attention of golfers and editors across nation. Golf Digest has circulation of 1,652,000, and reaches or 6 million golfers across US and 32 other countries. Thus, articles about Idaho in Golf Digest are reaching many golfers.

Gold World is weekly publication with circulation of 1.2 million. They did a piece on Boise and Coeur d'Alene. (3 minutes)

Who is ITC reaching through Lucky Group? They are the means to appreciate golf in Idaho and motivation to travel here.

They created an Idaho golf guide. This is collective approach that has touch points to get the message. They did an email blast to specific readers using geographic footprint & demographic profile. The email showcased specific resorts & included link. These were also featured over 30 day period on Golf Digest.com. They also had banner add on Golf Digest. (6 minutes)

They put up video during May with sweepstakes program and Adventure Vacation Program. All of the above accompanied our print-buy.

With our purchase Idaho also gets national representation on the in-book and reader service page for May through October. Subscriber will navigate to Idaho page and immediately see all the participating advertisers.

Through Facebook and other networks will coordinate Golf Digest and Idaho golf advertisers.

Experience Tour consists of seven events, primarily on the west coast. The idea is to tap into other markets. They Noel showed her brochure and how they are using it to market Idaho. (10 minutes)

Noel handed out a study that shows consumer confidence on travel. She surveyed 2,000 nationwide and then drilled down to the Pacific Northwest. She sees optimism. People like the scenic beauty of Idaho, the variety of activities that are available, the value of the dollar in Idaho, and flight/driving is not a deterrent.

Jaeger asked what Golf Digest Properties is. Noel, it is the company with all golf publications combined.

Boise Rec Fest Presentation, Brett Adler, Boise Rec Fest, Audio file "ITC Aug 2010 RecFest B Adler"

Brett Adler presented two news stories from ABC & Fox News. Adler noted that Ballard was interviewed on Saturday morning.

This is sponsored by an organization called Idaho Recreation. Focus of the event is recreation and tourism. It educates people in Treasure Valley about what events and activities available in the state. People in Idaho promote programs, events, and vendors to their family and friends who don't live in Idaho. It kicks off the summer so that people will have the rest of summer to participate in activities. (5 minutes)

They do not focus on bringing people into Boise & booking rooms at this point. Adler hopes that will come later. Later they can have tournaments that will bring people into Boise. (heads on beds)

Adler encourages grantees to get a booth. It is \$200/booth for non-profits. They are working on opportunities for marketing. They may do some national advertizing in the future.

Code: Grantee Pioneer Country Travel attended and enjoyed the involvement.

Andersen asked how many attended. Adler estimated 10 - 15,000 over two days.

May asked how many venders? Adler responded that there were 80 booths and he hoped for over 100 next year. Adler had 44 exhibitors respond to the post-event survey. Response was very good.

Ballard: She worked the Commerce Booth and was impressed with the volume of people. Attendees were higher end, families, couples, adventurers, and new comers to Boise; it was a good demographic for our markets. Also, the exhibitors were very busy. It was productive.

May asked about requirements to be vendor. Adler said that booths had to do with recreations and tourism. They prefer Idaho vendors and Idaho manufactures. They put emphasis on local and Idaho.

Adler believes more events and competitions will bring in more people.

Conklin asked about what government agencies there. Adler responded that these agencies were present: Idaho Department of Commerce—Tourism Division, Idaho Parks and Recreation, Forest Service, Boise Parks and Recreation, BLM. (19 min)

Adler would like to expand this to other regions in Idaho.

Post Lunch Discussion

Grant Program Clarification, ReNea Nelson, Commerce Staff, Audio file, “ITC Aug 2010 Grant Clarification Nelson”

Nelson discussed the following issues.

Clarification about Conflict of Interest in Admin/Fulfillment Section -

Conflict of Interest Clause: It raised question about leaders, directors, managers, etc. Are they allowed to be paid by the grantee? For example, can a vendor be grant manager? Because of limited people available in some regions there simply not enough people to have different individuals in these different roles. Last meeting council discussed there would need to be full disclosure by the grantee.

Conklin stated that there would not be a conflict of interest in those two cases as long as there is a board and there are meeting notes. The focus needs to be on marketing Idaho. Ballard, they did have a situation in the past when there was “padding” a wallet, and it was stopped immediately. This helped to produce the current language (full disclosure and a board) and is why the grants cannot go toward salary.

Nelson, the third problem was hiring an intern to be paid by the grant (or using grant-match). Grantee felt that paying an intern was not paying an employee whereas Nelson said it was. Nelson explained that they could not hire an intern as an intern would be a staff member. They could sub contract a project with a contract. Grant dollars cannot go toward administrative costs.

To answer Byington’s question, Nelson gave an example. The grantee’s sister was paid as a vendor to do art work. In the past family members were not allowed to do this. Now the grantee is stepping down. Her sister will be grant manager and will pay herself to do the art work as a vendor. Furthermore, who writes the check? Does she write the check to herself?

May noted that people are struggling to find vendors to do projects knowing that they may become part of the staff or board. May has seen people try to do this kind of thing in this grant cycle. May believes that if there is a board overseeing and approving, that is alright. The problem is when the vendor is the manager. May does not want to allow this. He believes a vendor should not become an executive director nor should an executive director work concurrently as a vendor. (12 min)

Code and Byington agree with May that the executive director role and vendor role should not overlap.

Ballard understands that Idaho Skier's Association and North Central Travel Association function with the permission of their boards with their executive directors doing vendor work. Grant Managers have figured out that they can do the work more cheaply than hiring a vendor. In both cases, the grant manager/vendors are saving the program money, and they are not voting board members. However, the questions from the outside are not going away. (20 min)

Nelson elaborated on the North Central Travel Association in which, although Kelly, is not listed as the grant manager on the grant application, all checks, fulfillment, public relationship, some website work and correspondence go through her. She is also listed as the tourism coordinator and in some places listed as regional chair. She is also the paid vendor on some projects. Note: Kelly is not a voting board member.

Nelson elaborated on Idaho Skier's Association where the grant manager also owns the company that does all the work on the website. The board said that no one else can do the work better. He is not a voting board member. Nelson said the questions are not going to go away because it appears that the relationship is too close.

Conklin would like to keep the questions coming even though Nelson will have to field them. The point is that they are not voting board members. They are getting the job done. They are saving money. Furthermore, these are extremely small communities with few resources. (25 min)

Conklin, Jaeger, and Andersen do not want to penalize their members or future members. Byington disagrees because he believes the problem will get bigger.

Ballard commented that the problem is when two of the three roles of vendor, grant manager, or voting board member are all being performed by the same person at the same time. She suggests the ITC outline specific criteria or checks/balances that individuals need to meet when performing more than one role at a time. This might include boards making sure their councils have notes and boards writing the checks. Ballard and Nelson can draft the language for the board's approval. (31 min)

Motion. Andersen motioned to add language to guidelines that clarifies what does and does not constitute a conflict. Motion also included that checks and balances that must be identified and met when a single individual functions in two of these roles at the same time: vendor, grant manger, or an executive director. The board and the executive director will need to provide those checks and balances so that there is not a conflict of interest. Code seconded. All voted in favor. (35 min)

Administrative Fulfillment and Capital Outlay - An organization that is a smaller community has sub-grantees. The community creates its own lay out work. Nelson didn't allow postage for a layout to be sent to vendor; she said that postage was part of administration 10% costs. The grantee should give part of the admin fulfillment to the sub-grantees to help cover single piece mailings. (38 min)

May identified two issues. First, he believes admin fulfillment covers small, one piece postage. Second, he believes that part of the admin grant moneys needs to be given to sub-grantees. Code believes Nelson is doing her job. Ballard, says that when there are sub-grants, part needs to be awarded to sub-grantee. Patterson suggests that the sub-grantee bill back to the grantee. (40 min)

Motion. May motioned that ITC allows for bulk mailing. Individual pieces fall under admin fulfillment. Sub-grantees need to bill the grantee. Jaeger motions and Newman seconds. All voted in favor.

Clarification of Language on Capital Outlay and Purchasing in Advance -

Is there only one capital purchase allowed per region per grant cycle such as computers and trade show booths (section 11.2) or is it only one purchase of like items? Research and access inventory is part of capital outlay; this is not appropriate since it is not part of capital purchase. (46 min)

May focused on first issue. Nelson clarified that the grant language was changed such that, currently, grantees can request more than one capital purchase of a similar item from the same region if it is pre-approved by the council. However, there is also language stating that only one like item per region can be purchased. This is conflicting.

After some discussion, Nelson stated that she will delete verbiage in 11.0 and state that ITC will only allow purchase of a like item per grant cycle per region is allowed. May directed that Nelson make these changes. (50 min)

Nelson asked ITC to strike language on asset inventory and market research because it is not appropriate language for capital outlay. May directed Nelson to do this.

Requiring accountability for Admin Fulfillment. When item reaches end of life, the money from selling the item must go back into the grant. Now, if the item was purchased through admin fulfillment, then it doesn't need to be accounted for. May recommends that if grantee purchases through admin fulfillment it does not have to be documented or tracked. All members agreed with May. (53 min)

Pre-purchased Items. If grantee purchases an item at a substantial discount through an auction, can grantee hold on to the receipt and submit it in the following grant cycle? The ticket purchase was during this grant cycle, but event or advertisement won't happen until coming grant cycle. May said that grantee will have to pay for item with his/her own money and wait to coming cycle to take money from grant to get paid. The grantee will have to take the chance that that particular element will be reimbursed. May will allow receipt that is from the previous cycle if it saves money and includes an explanation. (56 min)

Match -

At what level is match documentation too much? An example is the Scenic Byways. As program has expanded into video and other non-print media, the match is \$50-\$60,000 for a \$2,000 to \$4,000 investment. (1 hr,00 min)

Rogers: three to four years ago Rogers was chairman of Scenic Byways and introduced Commerce to Department of Transportation. In that time, Rogers has generated two million dollars in grants in marketing programs. They are also doing group grants, for example the video project.

The Transportation Department puts up 80% of the money. When participation with Department of Transportation, we are leveraging funds considerably and leverages amount of match. Rogers is concerned that this will become an escalating issue. He wants to see community by-in.

May stated that ITC does require 12.5% match. Match cannot carry over more than 87.5% from other elements. Ballard stated that what May is suggesting would not be inconsistent with what has been done in the past, for example co-ops.

Motion Jaeger motion that Match should not exceed the dollars that the ITC puts into the project. Code seconded. All voted in favor. (1 hr, 11 min)

Rogers suggested that Commerce offer a workshop on how grantees can work together to apply for grants.

Nelson noted that grantees can only have one grant open June 1 for application to be considered. May agreed that grantees must adhere to timelines. Nelson said that all 2009 grants are on track to be closed by September 30 or December at the latest. All 2007 and 2008 grants are closed.

Scenic Byways Project Update, Karen Ballard, Tourism Administrator, Audio Tape "ITC Aug 2010 Scenic Byway Ballard"

Karen Ballard discussed Scenic Byways projects. Gary Young asked us to partner with him. Commerce had always intended to partner with him. The project morphed into something

larger than expected, and it was decided to put the project out to all people who are capable of video production. It is now out to bid with many proposals being sent to us.

Diane Norton and Reid Rodgers are on the committee to decide who will be awarded this project. It will be parked on the website.

Chairman of the Scenic Byways Committee would like to have a marketing plan for Scenic Byways. A bid has gone in for \$250,000. This would optimize website, market the videos, and promote Scenic Byways. We are leveraging big federal dollars to increase this program. We could still get by if we cannot get award. This depends on the Federal budget, so it may not happen until January through March. Ballard thanked Rogers and Department of Transportation.

Historical Society and BSU publish a quarterly magazine. They are interested in Scenic Byways. Federal government is not interested in marketing but interpretation. This project would focus on interpretations as opposed to marketing. (3:30 min)

Josh invited people to stay and see the websites.

Andersen has new regional group that has asked another location's group to contribute to their organization for match. May and Ballard said that would be considered Match.

May reminded council to review last year's financial documents in the morning.

Zuckerman will follow up for breakfast tomorrow morning.

Dinner will be at the Ram at 7:45 pm.

Nelson reminded council to go slower on grant pieces and not to hit convert button.

Motion: Code motioned to adjourn for the day. Conklin seconded. All approved.

Wed 4 Aug 2010

Meeting called to order by Chair John May, followed by welcome and introductions.

Tax Commission MOU, Melonie Bartolome, Commerce Financial Manager, Audio File "ITC Aug 2010 Tax Commission MOU"

Melonie Bartolome referred to email 28 July from Ballard regarding MOU with the Tax Commission and Idaho Statute Title 67, Chapter 47.

This email outlined eight items May, Conklin, and Ballard would like to see in writing in an MOU.

1. Guarantee of timely reporting by the 15th of each month
2. An electronic list of new collectors of tourism tax so we can be sure they are on our website

3. Base fee calculation a. Reduction in fees collected if industry moves to electronic filing b. Formula for increase in fees for increase in transactions (quarterly to monthly)
4. Breakdown in collections of receipts collected vs. delinquencies collected
5. % of delinquencies each month
6. % of audits we can expect
7. Agreement to collaborate on industry communication
8. Sharing of any appropriate analysis

There has not been an MOU with the Tax Commission in the past. Bartolome is working to create an MOU that will require Tax Commission to document their costs and their collections. Department of Financial Management, Tax Commission, Don Dietrich, and Mark Warbis from the Governor's office want MOU signed by the end of August.

Ballard noted that this has motivated Tax Commission to give report of collections two weeks earlier than normal. Collections have increased 6.3% from last year. The tax commission does not have a formula for what they charge us. They had come up with a transaction fee which is broad base and divided over all transactions having to do with corporate income tax so that our simple transactions were being charged \$12.95/transaction. Both Governor Otter and the Division of Financial Management were appalled with fees they charge for Tourism transactions. We will continue to negotiate.

May noted that he has been working on this for over 2.5 years. They finally had first meeting last year. It is difficult to keep Tax Commission motivated when we do not have power and they do. (6 min)

May asked Council if they had any comments on the eight items. None were given

Bartolome suggests several actions. The Tax Commission wants electronic filing. If we did electronic filing, it will save costs. She also suggested adding a time to review the MOU. (8 min)

Ballard suggested MOU be reviewed annually. She also suggested that we attempt to move the industry to file electronically.

May brought up that smaller businesses don't have computer or internet access. However, as more business use electronic filing, maybe we can negotiate a lower rate. Maybe some of the properties that are smaller could file less often. (11 min)

Bartolome asked clarification on Legislation item 3A. How many businesses have a refund, and how will that effect collections? Is there a refund account? May and Conklin will continue to work on this issue.

Grant Awards "ITC Aug 2010 Reg 1 & 2 Grant Awards," The Idaho Travel Council awarded grants as follows:

JJ Jaeger, Region One Grants

Region I: Audio File "ITC Aug 2010 Reg 1 & 2 Grant Awards"

Motion - It was moved (Conklin) and seconded (Andersen) that **Coeur d'Alene Chamber** receive \$347,000 from Region I funds. Motion passed.

JJ Jaeger abstained from voting.

- Element 1, Audit, ITC Amount: \$2,000
- Element 2, Admin/Fulfillment, ITC Amount: \$25,000
- Element 3, Winter Activities, ITC Amount: \$40,000
- Element 4, Golf Promotions, ITC Amount: \$23,000
- Element 5, Group Business, ITC Amount: \$55,000
- Element 6, Public Relations, ITC Amount: \$29,700
- Element 7, Web Marketing & Maintenance, ITC Amount: \$11,300
- Element 8, Lure/Print Marketing, ITC Amount: \$10,000
- Element 9, Events Marketing, ITC Amount: \$25,500
- Element 10, Advertising, ITC Amount: \$135,500

Motion - It was moved (Jaeger) and seconded (Code) that **Greater Sandpoint Chamber of Commerce** receive \$98,374 from the Region I funds. Motion passed. (3 min)

- Element 1, Audit, ITC Amount: \$0
- Element 2, Admin/Fulfillment, ITC Amount: \$8,943
- Element 3, Press Relations, ITC Amount: \$15,000
- Element 4, Annual Visitor Guide Publication, ITC Amount: \$20,000
- Element 5, Fall Campaign, ITC Amount: \$5,716
- Element 6, Winter Campaign, ITC Amount: \$25,000
- Element 7, Spring Campaign, ITC Amount: \$4,700
- Element 8, Summer Campaign, ITC Amount: \$9,815
- Element 9, Annual programs, ITC Amount: \$9,200

Motion - It was moved (Jaeger) and seconded (Andersen) that **North Idaho Tourism Alliance (NITA)** receive \$66,253 from the Region I funds. Motion passed. (5 min)

- Element 1, Audit, ITC Amount: \$0
- Element 2, Admin/Fulfillment, ITC Amount: \$6,023
- Element 3, Advertising-Winter Co-op Advertising, ITC Amount: \$11,500
- Element 4, Advertising-Summer Co-op Advertising, ITC Amount: \$19,000
- Element 5, Collateral Materials, ITC Amount: \$4,000
- Element 6, Partnerships, ITC Amount: \$3,100
- Element 7, Community Web Sites & Social Marketing, ITC Amount: \$15,000
- Element 8, Trade Shows, ITC Amount: \$6,130
- Element 9, Familiarization Tours, ITC Amount: \$1,500

Motion - It was moved (Jaeger) and seconded (Newman) that **Post Falls Chamber of Commerce** receive \$57,200 from the Region I funds. Motion passed. (6:30 min)

- Element 1, Audit, ITC Amount: \$0
- Element 2, Admin/Fulfillment, ITC Amount: \$5,200
- Element 3, Advertising, ITC Amount: \$33,000
- Element 4, Collateral, ITC Amount: \$15,000
- Element 5, Directed Mail & E-Mail Marketing Campaigns, ITC Amount: \$0
- Element 6, Websites and Social Media, ITC Amount: \$0
- Element 7, N/A, ITC Amount: \$0
- Element 8, N/A, ITC Amount: \$0
- Element 9, N/A, ITC Amount: \$0

Element 10, Training, ITC Amount: \$0
Element 11, , ITC Amount: \$0 4,000
Element 12, N/A, ITC Amount: \$0
Element 13, Capital Outlay, ITC Amount: \$0

Motion - It was moved (Jaeger) and seconded (Code) that **Idaho Bed and Breakfast Association** receives \$2,000 from Region 1 funds. Motion passed. (8 min)

Motion - It was moved (Jaeger) and seconded (Conklin) that **Idaho Outfitters and Guides Association** receives \$4,700 from Region 1 funds. Motion passed.

Motion - It was moved (Jaeger) and seconded (Code) that **Idaho RV Campgrounds Association** receives \$5,276 from Region 1 funds. Motion passed.

Motion - It was moved (Jaeger) and seconded (Conklin) that **Idaho Ski Areas Association 2010** receives \$3,000 from Region 1 funds. Motion passed.

May: Total for Region I: \$583,803 (12 min)

Frances Conklin, Region Two Grants

Region II: Audio File "ITC Aug 2010 Reg 1 & 2 Grant Awards"

Motion - It was moved (Conklin) and seconded (Newman) that **Grangeville Chamber of Commerce** receive \$8,994 from the Region II funds. Motion passed. (14 min)

Element 1, Audit, ITC Amount: \$0
Element 2, Admin/Fulfillment, ITC Amount: \$817
Element 3, Advertizing, ITC Amount: \$6,977
With stipulation
Item 1 \$2000
Item 2 \$4377
Item 5 \$600

With further stipulation there will be no shifts to Items 3 & 4
Element 4, Web Elements, ITC Amount: \$1,200

Motion - It was moved (Conklin) and seconded (Code) that **Kamiah Chamber of Commerce** receive \$8,341 from the Region II funds. Motion passed. (15 min)

Element 1, Audit, ITC Amount: \$0
Element 2, Admin/Fulfillment, ITC Amount: \$758
Element 3, Advertising and Marketing, ITC Amount: \$2,100
Element 4, Collateral, ITC Amount: \$0
Element 5, Directed Mail & e-mail Marketing Campaigns, ITC Amount: \$420
Element 6, Websites and Social Media, ITC Amount: \$4213
Element 10, Training, ITC Amount: \$850
Element 13, Capital Outlay, ITC Amount: \$0

Motion - It was moved (Conklin) and seconded (Andersen) that **Lewiston Chamber of Commerce** receive \$33,330 from the Region II funds. Motion passed. (17 min)

Element 1, Audit, ITC Amount: \$0
Element 2, Admin/Fulfillment, ITC Amount: \$3,030

Element 3, Advertising, ITC Amount: \$12,000
Element 4, Tourism Web Site : www.visitlewiston.org, ITC Amount: \$8,000
Element 5, Lewiston Visitor Guide Flip Book, ITC Amount: \$0
Element 7, Video and Photography Promotions, ITC Amount: \$1,300
Element 8, Travel/Trade Shows/Training, ITC Amount: \$3,000
Element 9, Promotional Brochure, ITC Amount: \$4,000
Element 10, Fam Trips, ITC Amount: \$2,000

Motion - It was moved (Conklin) and seconded (Newman) that **Moscow Chamber of Commerce** receive \$20,020 from the Region II funds. Motion passed. (18 min)

Element 1, Audit, ITC Amount: \$0
Element 2, Admin/Fulfillment, ITC Amount: \$1,820
Element 3, Print Media Advertising, ITC Amount: \$8,000
Element 4, Visitor's Guide Brochure, ITC Amount: \$2,500
Element 5, Tourism Materials Production Equipment, ITC Amount: \$0
Element 6, Internet Media Advertising, ITC Amount: \$2,800
Element 7, Convention and Dining Guide Reprint, ITC Amount: \$1,400
Element 8, Diversions and Excursions Brochure Revision, ITC Amount: \$3,000
Element 9, Travel and Training, ITC Amount: \$500

Motion - It was moved (Conklin) and seconded (Jaeger) that **North Central Idaho Travel Association** receive \$93,849 from the Region II funds. Motion passed. (20 min)

Element 1, Audit, ITC Amount: \$0
Element 2, Admin/Fulfillment, ITC Amount: \$8,531
Element 3, Marketing, ITC Amount: \$52,018
Element 4, Collateral Materials, ITC Amount: \$29,400
5 Web - \$2,500 funds to be used to enhance the Northwest Scenic Byways pages of visitnorthcentralidaho.org website, plus if feasible purchase a Northwest Passage Scenic Byway url to use in conjunction with visitnorthcentralidaho.org website.
Element 5, Training, Research & Planning, ITC Amount: \$1,900
Element 6, Umbrella Grants, ITC Amount: \$2,000
Funding stipulated as follows:

- \$1000 - Weippe Discovery Center
- \$1000 - Whitebird Chamber of Commerce

Motion - It was moved (Conklin) and seconded (Andersen) that ITC does not award **Northwest Passage Scenic Byway** a grant from the Region II funds. Motion passed.

Motion - It was moved (Conklin) and seconded (Newman) that **Salmon River Chamber Grant** receive \$17,270 from the Region II funds. Motion passed. (24 min)

Element 1, Audit, ITC Amount: \$0
Element 2, Admin/Fulfillment, ITC Amount: \$1,570
Element 3, Official Idaho Travel Guide Ad, ITC Amount: \$2,600
Element 4, Social Media and Public Relations, ITC Amount: \$3,200
Element 5, Website development and maintenance, ITC Amount: \$2,700
Stipulation: up to \$700 for advertizing for Steel Head Derby, Element 10
Element 6, Advertising, ITC Amount: \$3,700

Stipulation: Up to \$700 may be used to fund advertising for be Steelhead Derby as mentioned in Element 10.

Element 7, Trade Shows, ITC Amount: \$2,500

Element 8, Training and Education, ITC Amount: \$1,000

Element 9, Transportation, ITC Amount: \$0

Element 10, Steelhead Derby, ITC Amount: \$0

Motion - It was moved (Conklin) and seconded (Code) that **Idaho Bed and Breakfast Association** receives \$4,000 from Region 2 funds. Motion passed. (26 min)

Motion - It was moved (Conklin) and seconded (Jaeger) that **Idaho Outfitters and Guides Association** receives \$6,500 from Region 2 funds. Motion passed.

Motion - It was moved (Conklin) and seconded (Andersen) that **Idaho RV Campgrounds Association** receives \$5,000 from Region 2 funds. Motion passed.

Motion - It was moved (Conklin) and seconded (Andersen) that **Idaho Ski Areas Association 2010** receives \$1,000 from Region 2 funds. Motion passed.

Total awarded for Region II, \$198,304

John May, Region Three Grants

Region III: Audio File "ITC Aug 2010 Reg 3 Grant Awards"

Before I go through the Grant Award recommendations for region 3, I would like to make a couple of comments.

Region 3 saw a 5% decrease in grant dollars this year compared to last year due to changing economy but that we still have requests for \$1,212,653. That means that we had over \$266,000 dollars to cut out of requests which is more to cut than 3 of the other regions have to spend. I am not sure if that is a good thing or a bad one.

Also changes this last year in our guidelines that have effected "local advertising" which has impacted some of our grant requests this year, future grantees need to keep that in mind. The Heads in Beds mission, Accountability on your programs and making sure you are advertising outside of your Region are great things to keep in mind.

As many of you are aware we have had an unfortunate situation occur in Boise over this last year that has pitted the Greater Boise Auditorium District (the entity that operates our Convention Center the Boise Centre on the Grove) and the Boise Convention and Visitors Bureau (the marketing arm of Boise Centre for more than 20 years). Prior to this dispute Boise/ Region 3 and all of Idaho have benefited greatly from what these two professional organizations have been able to accomplish working together in the interest of Tourism for our state.

Although the debate continues between the two groups on how best to legally market our area, one thing is very clear to me, that both of these groups are comprised of driven and

passionate individuals who have vested countless hours into trying to reach a marketing solution for our city. And I truly believe that a new partnership or solution will be reached in a short amount of time.

Unfortunately the time has run out for us on the ITC and a decision on how and what to award for this next grant cycle is upon us. And as passionate as both the GBAD and BVCB are about what they do, I am equally passionate about my position on the ITC and have spent countless hours trying to come up with a recommendation that will allow us move forward and market a major part of our region knowing that some uncertainty in their future is still out there.

Just remember, "Boise will continue to have a strong marketing team!" Whether this team is funded by one entity, several entities or by a motivated group of volunteers, I believe that they will get the job done!

After numerous meetings with the BVCB staff and Executive Director, their Board of Directors, many Hoteliers, Business Owners, the Chamber of Commerce and the Mayor's Office. It is evident to me that whether financially supported by the Auditorium District or not the BVCB will continue to operate and is therefore eligible to be considered for the 2010/2011 grant.

It is also mine and the attorney general's opinion that although they certainly may assist other non-profit grantees in fulfilling certain elements of their ITC grants, (should that grantee need or desire some assistance), that despite what continues to be reported and requested, the Greater Boise Auditorium District is not eligible to receive an ITC Grant themselves.

As much as I am comfortable that the BVCB will continue to be the strong marketing presence for Boise, I do understand that as an ITC Representative we do have a Fiscal Responsibility to make the best decision possible for the grant program. Therefore what I am going to recommend is that we will only partially fund the request of the BVCB to the tune of about one half of the amount they would have been awarded should this issue of funding been resolved. And retain the remaining funds in the ITC Region 3 account to be voted on and released to the BVCB at the time they can prove to the council that they are again stable enough or have some funding mechanism in place allowing the ITC to feel comfortable that they can execute a grant of this size. Failure to do so, and at the council's decision, those funds remaining in account may be released to other 2010/2011 grantees, wether they are awarded funds today or not, within region 3 who have additional marketing needs over what is awarded at today and might be able to use additional funds.

I realize that this is highly unusual to be banking money at the time when we are making these awards. But this is a highly unusual circumstance. Noting that Region 3 has been and continues to be the largest contributing region to the ITC grant program and that historically Ada County, the Boise area, contributes over 75% of the monies that the region collects. Remember that the BVCB has its current 501 C6 status, they have applied for this year's grant within the guideline of submittal, is currently funded today and is executing the 2009/2010

grant with proficiency. It only makes sense to us to allow a little more time for the stability of the BCVB to be determined, and then give them the monies they need, to do more of the great work they have been doing for our state for years.

With that being said I am prepared to proceed with the awards for Region Three.

Motion - It was moved (Conklin) and seconded (Newman) that **Boise Convention & Visitors Bureau** receive \$328,000 from the Region III funds. Motion passed.

Noted: May abstained from voting.

- Element 1, Audit, ITC Amount: \$3,000
- Element 2, Admin/Fulfillment, ITC Amount: \$25,000
- Element 3, Marketing, ITC Amount: \$100,000
- Element 4, Advertising, ITC Amount: \$100,000
- Element 5, Communications, ITC Amount: \$30,000
- Element 6, Partnerships, ITC Amount: \$50,000
- Element 7, Special Event Support, ITC Amount: \$10,000
- Element 8, Training, ITC Amount: \$0
- Element 9, Cultural Community Co-op Programs, ITC Amount: \$10,000

Motion - It was moved (May) and seconded (Andersen) that **Downtown Boise Visitor Publications** receive \$2,200 from the Region III funds. Motion passed.

- Element 1, Audit, ITC Amount: \$0
 - Element 2, Admin/Fulfillment, ITC Amount: \$200
 - Element 3, Downtown Enjoy Map and Directory, ITC Amount: \$0
 - Element 4, Fall for Boise Brochure & Website, ITC Amount: \$0
 - Element 5, Downtown Boise Twilight Criterium, ITC Amount: \$2,000
- Note: The scope of work for elements 3 and 4 does not meet the local advertising guidelines.
ITC suggested Downtown Boise Visitor Publications look for additional sponsorship dollars to try to fund this item in the future.

Motion -It was moved (May) and seconded (Conklin) that **Idaho Cutting Horse Association** 6,325 receive \$6,325 from Region III funds. Motion passed.

- Element 1, Audit, ITC Amount: \$0
 - Element 2, Admin/Fulfillment, ITC Amount: \$575
 - Element 3, Advertising—Regional, National and International, ITC Amount: \$4,000
 - Element 4, Posters, ITC Amount: \$0
 - Element 5, Direct Mail, ITC Amount: \$0
 - Element 6, Web Site, Email Promotions and Social Media, ITC Amount: \$0
 - Element 7, Video Assets and Collateral, ITC Amount: \$0
 - Element 8, Market Research and Fam Tours for Western Nationals, ITC Amount: \$0
 - Element 9, Travel Writer, ITC Amount: \$0
 - Element 10, Capital Outlay, ITC Amount: \$0
 - Element 11, Trade Shows, ITC Amount: \$0
- Note: ITC suggests that ICHA continue to work with regional groups like SWITA for more support of items in the grant specifically marketing and item 9 Travel Writers. There is great partnership work that can be done with Boise CVB and SWITA taking advantage of some of these items without having to do on their own.

Motion - It was moved (May) and seconded (Code) that **McCall Chamber of Commerce** receive \$52,800 from the Region III funds. Motion passed.

Element 1, Audit, ITC Amount: \$0

Element 2, Admin/Fulfillment, ITC Amount: \$4,800

Element 3, McCall Area Advertising Campaign, ITC Amount: \$45,000

Element 4, Website and Social Media, ITC Amount: \$3,000

Element 5, Training, ITC Amount: \$0

Element 6, Sponsorship, ITC Amount: \$30,000

Note: ITC encourages McCall Chamber to continue to work with newly establish Valley County Conventional and Visitors Bureau. The area is too small for two separate marketing groups in addition to region and multi-region groups in the area.

Motion - It was moved (May) and seconded (Conklin) that **Mountain Home Chamber of Commerce** receive \$8,250 from the Region III funds. Motion passed.

Element 1, Audit, ITC Amount: \$0

Element 2, Admin/Fulfillment, ITC Amount: \$750

Element 3, Advertising, ITC Amount: \$2,500

Element 4, Partnerships, ITC Amount: \$4,500

Element 5, Training, ITC Amount: \$500

Element 6, Sponsorship, ITC Amount: \$0

Note that item 6, Air Show needs to look for other areas of sponsorship for this event. It has been established for years, and there is no room to grow the event much more. They need to venture to other areas of sponsorship for the future.

Motion - It was moved (May) and seconded (Code) that **National Oldtime Fiddler's Contest** receive \$0 from the Region III funds. Motion passed.

May believes that although a wonderful event, the ROI is small and now focusing on heritage center as opposed to Heads and Beds. It is more appropriate to work with an organization like SWITA.

Motion - It was moved (May) and seconded (Andersen) that **Southwest Idaho Travel Association** receive \$224,100 from the Region III funds. Motion passed.

Stipulations

Element 1, Audit, ITC Amount: \$3,000

Element 2, Admin/Fulfillment, ITC Amount: \$20,100

Element 3, Advertising, ITC Amount: \$110,000

Stipulations:

- SWITA to handle sub-grantee elements and work with Tourism staff and the Region III ITC representative to ensure all entities under the individual categories are supported at the best possible level for allocated dollars.
- No funds are to be utilized for Yellow Page advertising specific to the Warhawk scope of work.
- Grant funds are to be used for regional and out of state aspects of advertising and not focused on local newspapers and media pieces.
- No funds are to be utilized for Horse Park CD's.

Element 4, Regional Collateral/Support, Marketing, ITC Amount: \$11,000

Element 5, Regional Scenic Byways Brochure, ITC Amount: \$2,000

Element 6, FAM & Press Trips, ITC Amount: \$20,000
Element 7, Marketplace/Sponsorships, ITC Amount: \$30,000
Element 8, Tradeshows, ITC Amount: \$19,000
Element 9, Web Maintenance/Updates, ITC Amount: \$9,000

Motion - It was moved (May) and seconded (Code) that **Valley County Convention & Visitors Bureau** receive \$0 from the Region III funds. Motion passed.

May believes that this is a duplication of efforts and they need to work with McCall which is an established organization. This is a new application. Prior to writing of the grant, they came to May and he encouraged them to work with McCall.

Element 1, Audit, ITC Amount: \$0
Element 2, Admin/Fulfillment, ITC Amount: \$0
Element 3, Advertising, ITC Amount: \$0
Element 4, Collateral, ITC Amount: \$0
Element 5, Directed Mail & E-Mail Marketing Campaigns, ITC Amount: \$0
Element 6, Websites and Social Media, ITC Amount: \$0
Element 7, Training, ITC Amount: \$0

Motion - It was moved (May) and seconded (Code) that **Idaho Bed and Breakfast Association** receives \$1,000 from Region 3 funds. Motion passed. (8 min)

Motion - It was moved (May) and seconded (Newman) that **Idaho Outfitters and Guides Association** receives \$17,000 from Region 3 funds. Motion passed.

Motion - It was moved (May) and seconded (Andersen) that **Idaho RV Campgrounds Association** receives \$20,000 from Region 3 funds. Motion passed.

Motion - It was moved (May) and seconded (Conklin) that **Idaho Ski Areas Association 2010** receives \$7,000 from Region 3 funds. Motion passed.

Total awarded for Region III is \$666,675. Left over can be awarded to BCVB.

Diane Newman, Region Four Grants

Region IV: Audio File "ITC Aug 2010 Reg 4 Grant Awards"

Motion - It was moved (Newman) and seconded (Conklin) that **Southern Idaho Tourism** receive \$207,284 from the Region IV funds. Motion passed.

Element 1, Audit, ITC Amount: \$3,000
Element 2, Admin/Fulfillment, ITC Amount: \$18,571
Element 3, Marketing, ITC Amount: \$68,421
Element 4, Creative, ITC Amount: \$20,042
Element 5, Online Marketing, ITC Amount: \$88,150
Element 6, Brochures, ITC Amount: \$8,000
Element 7, Training & Travel, ITC Amount: \$1,100

Motion - It was moved (Newman) and seconded (Andersen) that **Idaho Bed and Breakfast Association** receives \$0 from Region 4 funds. Motion passed.

Motion - It was moved (Newman) and seconded (Conklin) that **Idaho Outfitters and Guides Association** receives \$2,400 from Region 4 funds. Motion passed.

Motion - It was moved (Newman) and seconded (Code) that **Idaho RV Campgrounds Association** receives \$6,000 from Region 4 funds. Motion passed.

Motion - It was moved (Newman) and seconded (Conklin) that **Idaho Ski Areas Association 2010** receives \$2,010 from Region 4 funds. Motion passed.

Total awarded for Region Four is \$216, 972.

Bill Code, Region Five Grants

Region V: Audio File "ITC Aug 2010 Reg 5 Grant Awards"

Motion - It was moved (Code) and seconded (Jaeger) **Bear Lake Valley Convention & Visitors Bureau** that receive \$28,600 from the Region V funds. Motion passed.

- Element 1, Audit, ITC Amount: \$0
- Element 2, Admin/Fulfillment, ITC Amount: \$2,600
- Element 3, Advertising, ITC Amount: \$14,000
- Element 4, Web Site and Social Media: ITC Amount: \$6,000
- Element 5, Brochure Distribution, ITC Amount: \$4,500
- Element 6, Training, ITC Amount: \$1,500

Motion - It was moved (Code) and seconded (Andersen) that **Greater Pocatello Convention & Visitors Bureau** receive \$68,345 from the Region V funds. Motion passed.

- Element 1, Audit, ITC Amount: \$0
- Element 2, Admin/Fulfillment, ITC Amount: \$6,213
- Element 3, Advertising, ITC Amount: \$10,000
 - Recommend that they work with Drake Cooper for Co-op marketing opportunities.
- Element 4, Convention Promotion, ITC Amount: \$15,332
- Element 5, Website, ITC Amount: \$8,000
- Element 6, FAM, ITC Amount: \$2,000
- Element 7, Collateral Material, ITC Amount: \$0
- Element 8, Training, ITC Amount: \$1,800
- Element 9, Sponsorship, ITC Amount: \$25,000
 - Stipulation: \$10,000 to be used for one time investment for Dodge National Final College Rodeo for next year.

Motion - It was moved (Code) and seconded (Conklin) that **Pioneer Country Travel Council** receive \$94,050 from the Region V funds. Motion passed.

- Element 1, Audit, ITC Amount: \$0
- Element 2, Admin/Fulfillment, ITC Amount: \$8,550
- Element 3, Regional Advertising, ITC Amount: \$37,000
- Element 4, Consumer Travel Show, ITC Amount: \$7,000
- Element 5, Internet Website, ITC Amount: \$9,000
- Element 6, Regional Brochures & Brochure Distribution, ITC Amount: \$15,000
- Element 7, Bear River Heritage Area Co-Op, ITC Amount: \$5,000
- Element 8, Idaho Scenic Byway Co-op, ITC Amount: \$1,000

Element 9, International Marketing, ITC Amount: \$10,000
Element 10, Training Element, ITC Amount: \$1,500

Motion - It was moved (Code) and seconded (Conklin) that **Idaho Bed and Breakfast Association** receives \$2000 from Region 5 funds. Motion passed.

Motion - It was moved (Code) and seconded (Newman) that **Idaho Outfitters and Guides Association** receives \$2,000 from Region 5 funds. Motion passed.

Motion - It was moved (Code) and seconded (Andersen) that **Idaho RV Campgrounds Association** receives \$9,000 from Region 5 funds. Motion passed.

Motion - It was moved (Code) and seconded (Newman) that **Idaho Ski Areas Association 2010** receives \$2,000 from Region 5 funds. Motion passed.

Total \$205,995 + 58 = 206,053
Total awarded for Region Four is \$206,043.

Ray Byington, Region Six Grants

Region VI: Audio File "ITC Aug 2010 Reg 6 & 7 Grant Awards" (10 min)

Motion - It was moved (Byington) and seconded (Code) that **Snake River Territory CVB** receive \$150,060 from the Region VI funds. Motion passed.

Element 1, Audit, ITC Amount: \$2,000
Element 2, Admin/Fulfillment, ITC Amount: \$13,460
Element 3, Collateral Materials, ITC Amount: \$45,000
Element 4, Attractions/Major Events, ITC Amount: \$34,000
Element 5, Internet, ITC Amount: \$2,000
Element 6, Travel Shows, ITC Amount: \$7,000
Element 7, Advertising, ITC Amount: \$46,600

Motion - It was moved (Byington) and seconded (Newman) that **Teton Valley Chamber of Commerce** receive \$57,245 from the Region VI funds. Motion passed.

Element 1, Audit, ITC Amount: \$0
Element 2, Admin/Fulfillment, ITC Amount: \$5,204
Element 5, Top 10 Grant Match 2010, ITC Amount: \$4,000
Note: The Teton Chamber & YTT have worked on this together in the past. He would like Teton Valley to take full responsibility
Element 7, Trade Show Participation, ITC Amount: \$4,041
Element 8, Fams for Media, Travel Agents, and PR Firms, ITC Amount: \$10,000
Element 9, Opening of Geotourism Center, ITC Amount: \$0
Note, there is no Geo Center yet.
Element 10, Advertising Existing Events and Attractions, ITC Amount: \$18,500
Element 11, Branding Teton Valley, ITC Amount: \$13,500
It element does not need additional funds as they are not printing the regional visitor's guide.
Element 12, Website Maintenance, ITC Amount: \$2,000
They are going to a regional website.

Motion - It was moved (Byington) and seconded (Jaeger) that **Yellowstone Teton Territory** receive \$139,170 from the Region VI funds. Motion passed.

Element 1, Audit, ITC Amount: \$2,000

Element 2, Admin/Fulfillment, ITC Amount: \$12,470

Element 3, Advertising, ITC Amount: \$46,000

Note: \$0 awarded for Top 10. Participation in Top 10 was awarded to Teton Valley Chamber.

Element 4, Website - Regional, ITC Amount: \$18,000

Element 5, Travel Shows, ITC Amount: \$24,000

Note: \$500 additional awarded into this element due to funding awarded to YTT to manage the Go-West Summit effort that was mentioned in the Teton Valley Grant.

Element 6, Collateral, ITC Amount: \$10,000

Element 7, Rexburg, ITC Amount: \$20,700

Element 8, Fremont County, ITC Amount: \$5,000

Element 9, Jefferson County, ITC Amount: \$1,000

Motion - It was moved (Byington) and seconded (Newman) that **Idaho Bed and Breakfast Association** receives \$2000 from Region 6 funds. Motion passed.

Motion - It was moved (Byington) and seconded (Code) that **Idaho Outfitters and Guides Association** receives \$4,000 from Region 6 funds. Motion passed.

Motion - It was moved (Byington) and seconded (Newman) that **Idaho RV Campgrounds Association** receives \$10,000 from Region 6 funds. Motion passed.

Motion - It was moved (Byington) and seconded (Conklin) that **Idaho Ski Areas Association 2010** receives \$7,000 from Region 6 funds. Motion passed.

Total awarded for Region Six is \$369,475.

Dick Andersen, Region Seven Grants

Region VII: Audio File "ITC Aug 2010 Reg 6 & 7 Grant Awards"

Motion - It was moved (Andersen) and seconded (Conklin) that **Hailey Chamber Grant** receive \$11,000 from the Region VII funds. Motion passed.

Element 1, Audit, ITC Amount: \$0

Element 2, Admin/Fulfillment, ITC Amount: \$1000

Element 3, Advertising, ITC Amount: \$0

Element 4, Collateral, ITC Amount: \$5,000

Element 5, Websites and Social Media, ITC Amount: \$5,000

Element 6, FAMs & Site Visits, ITC Amount: \$0

Element 7, Shows and Other Travel, ITC Amount: \$0

Element 8, Sponsorships and Partnerships, ITC Amount: \$0

Motion - It was moved (Andersen) and seconded (Code) that **Lost Rivers Economic Development** receive \$12,001 from the Region VII funds. Motion passed.

- Element 1, Audit, ITC Amount: \$0
- Element 2, Admin/Fulfillment, ITC Amount: \$1091
- Element 3, Social Network Site/Marketing, ITC Amount: \$6,535
- Element 4, Public Relations, ITC Amount: \$0
- Element 5, Direct Marketing, ITC Amount: \$0
- Element 6, Advertising, ITC Amount: \$875
- Element 7, Scenic Byway/Top 10 Scenic Drives, ITC Amount: \$3,500

Motion - It was moved (Andersen) and seconded (Newman) that **Salmon Valley Chamber of Commerce** receive \$14,000 from the Region VII funds. Motion passed.

- Element 1, Audit, ITC Amount: \$0
- Element 2, Admin/Fulfillment, ITC Amount: \$1272
- Element 3, Trail Maps, ITC Amount: \$2,000
- Element 4, Website, ITC Amount: \$5,000
- Element 5, Tourism and Marketing, ITC Amount: \$5,728

Motion - It was moved (Andersen) and seconded (Conklin) that **Stanley-Sawtooth Chamber of Commerce** receive \$29,700 from the Region VII funds. Motion passed.

- Element 1, Audit, ITC Amount: \$0
- Element 2, Admin/Fulfillment, ITC Amount: \$2,700
- Element 3, Media Advertising, ITC Amount: \$15,500
- Element 4, Snowmobile Internet Promotions, ITC Amount: \$5,000
- Element 5, Idaho Integrated Media Campaign, ITC Amount: \$3,000
- Element 6, Infonet/Website, ITC Amount: \$3,500

Motion - It was moved (Conklin) and seconded (Code) that **Sun Valley/Ketchum Chamber & Visitor's Bureau** receive \$201,000 from the Region VII funds. Motion passed.

- Element 1, Audit, ITC Amount: \$3,000
- Element 2, Admin/Fulfillment, ITC Amount: \$18,000
- Element 3, Brochures/Literature, ITC Amount: \$5,000
- Element 4, Website, ITC Amount: \$85,000
- Element 5, Public Relations, ITC Amount: \$25,000
- Element 6, Event Promotion, ITC Amount: \$50,000
- Element 7, Economic Research, ITC Amount: \$15,000

Note that Dick Anderson abstained from vote.

Anderson made a recommendation that this be granted. There has been controversy with this organization; however, they have done a good job in the past. If they cease to exist, the funds will stay in the region to be awarded the following year. May noted that he is encouraged with the progress and cooperation.

Motion - It was moved (Andersen) and seconded (Newman) that **Idaho Bed and Breakfast Association** receives \$0 from Region 7 funds. Motion passed.

Motion - It was moved (Andersen) and seconded (Code) that **Idaho Outfitters and Guides Association** receives \$10,000 from Region 7 funds. Motion passed.

Motion - It was moved (Andersen) and seconded (Jaeger) that **Idaho RV Campgrounds Association** receives \$3,071 from Region 7 funds. Motion passed.

Motion - It was moved (Andersen) and seconded (Newman) that Idaho Ski Areas Association 2010 receives \$5,298 from Region 7 funds. Motion passed.

Total awarded for Region Seven is \$286,070.

John May, Multi-Region Grants

Multi Region: Audio File “ITC Aug 2010 Reg 6 & 7 Grant Awards” (23 min)

Motion - It was moved (May) and seconded (Code) that Idaho Bed and Breakfast Association receive \$ 11,000 from the Multi-Region funds. Motion passed.

Motion - It was moved (May) and seconded (Conklin) that Idaho Outfitters and Guides Association receive \$46,600 from the Multi-Region funds. Motion passed.

Motion - It was moved (May) and seconded (Code) that Idaho RV Campgrounds Association receive \$58,347 from the Multi-Region funds. Motion passed.

It is assumed that Multi-regional organizations will work with staff to make sure grantees stay within scope of work. (24 min)

Nelson will work with IT to make sure program factors multiregional grants into total grant moneys.

May stated that the ITC gave away just over \$2,500,000 in a down economy. May praised council and staff.

Other Business Audio File “ITC Aug 2010 Other Business End of Meeting”

ITC Web Portal Nelson Folder F, File 1

This is a much simpler process. Nelson would like to draft letter of recommendation and accommodation for the cooperative and free work that our programmers and Department of insurance has done to create the grant program. Byington found the program to be easy to use and straight forward.

Conklin would like the green box to slide down the screen so that it is always in sight. However, Nelson explained that they wanted to do that, but it would have required extensive programming. She does understand the need. Nelson will take that suggestion back. Conklin suggested that the elements highlight.

May has had many discussions on this program. He would like the home page to start with the current year and move backwards.

May would like Admin fulfillment at bottom. Nelson said our programmer is unable to do that because grants are so varied.

Nelson gave a brief re-cap.

Phase One: Creation of additional tables for information storage, ITC sandbox for application review, and creation and application of staff comments.

Nelson asked about comments and conversations. May found the comments and conversations to be helpful. May would like conversations coded so council knows when a conversation is administrative or with grantees. Nelson will coordinate that next year.

Phase Two: Creation of online amendment submission, auto reply, and ITC voting system. Nelson just removed access to the amendment forms and created a link that just now drives people to the online amendment process. ITC will get an auto reply when an amendment is made. This needs to be tested. Grantees have not used it yet.

Phase Three: Bob worked with changes that ITC wanted to make

Phase Four: Bob is working on auto-reply.

Nelson brought up yesterday's request to continue discussion and clarify discussion on **April 25 pre-approval submission** date for other Idaho Travel Council programs so that council members have an opportunity to review applications prior to the meeting. That motion passed at the last meeting. However, yesterday, Council discussed adding the word "mandatory" into the original motion.

Ballard asked if the council would like to make a distinction between presenting and non-presenters groups. Ballard clarified that if a group is not presenting, the paperwork is not necessary needed for ITC to review. May believes that it is all or nothing.

Byington asked for outline of the process.

Nelson said that the process begins in February with the Grant Summit. Grantees attend to network, learn about grant management, current trends, and programs that are available. The grantees go home and begin to draft applications in conjunction with the Idaho Conference on Recreation and Tourism (ICORT).

At the next Yearly Grant Presentation, groups will present grants that are \$50,000 or above to the council and council asks questions. By having mandatory pre-submission, council will have time to review applications and formulate questions for the presentation meeting.

Nelson wants to make it mandatory that council will be given a chance to review grants before presentation and questions. This year that didn't happen and the council did not have time to process the grant information.

May meets with groups who will be presenting before they present. He states that it is almost as if he is requiring this information before hand anyway. May suggested that, if the council does not vote to require mandatory pre-submission, council members meet with grantees before presentation of their grant applications. They should be given constructive criticism before the presentation.

Nelson said that this process was in place for the 16 years prior to her temporarily leaving Commerce, and both the potential grantees and council members appreciated the time for

dialogue about the application. They did not find it burdensome. Nelson described the process this year which included a great amount of “back and forth” prior to applications being submitted.

Conklin reminded ITC that this discussion is regarding pre-applications that are not final. The grant presentations used to be made immediately before the grants were awarded. Conklin is concerned that this is moving toward making the pre-application into a final application. She is concerned that the applicants won't be ready until June.

Nelson will make is clear that this is a pre-approval process, not a final approval process.

After motion passed, Conklin initiated further discussion on pre-approval. Nelson stated that in an emergency situation, she can unlock the system to accept a late application.

Bobby Patterson added that the notes and ITC need to make the distinction between pre-application (what the council is requesting) and pre-approval (which the council is not requesting).

Motion -- Mandatory Pre-submission prior to April 25--May motioned and Andersen seconded that grantees pre-submit prior to April 25 for the purpose of informing council members. This is now mandatory-submission. Motion passed

Nelson explained **how amendments are approved**. The process is explained on-line. Grantees will fill out the on-line form. They must be sure to fill out the correct year. They will receive an email confirmation.

Nelson can only approve three month extensions until December without council approval. If and when Nelson approves these, the system will notify the member.

Grantees will receive notification once amendment goes before ITC. If amendment receives four *deny* votes, it is rejected and the grantee receives notification.

If the amendment receives 5 *approve* votes, the grant analyst receives notice that the amendment is awaiting final approval. Then Ballard and Nelson can sign final hard copy and place in file.

Nelson then discussed the **grant contract**. Nelson and Ballard discussed the verbiage with the Attorney General's office.

She then discussed the conflict of interest language. Nelson read conflict of interest section. ITC has already clarified conflict of interest language earlier in the meeting.

Nelson then discussed the **termination of contract language** from grant (page 2, article 8). Nelson read this section.

Nelson will have these contracts to the grantees next week. Her cover letter will state stipulations.

Year End Totals. (Blue Sheet with year-end totals and budget) May opened floor for questions and comments.

Andersen commented that Ballard did an excellent job adjusting funds.

Byington commented about program operations. Ballard spoke about the fact that in the past staff salary had be split between 10% administrative and marketing. As collections increased, Ballard was able to move staff wages out of marketing and into administration. However, as collections went down, she moved some salary of marketing staff back on to marketing side.

Legislature has mandated that staff have to take furloughs. She may have to explain to the legislature that it is counterproductive to furlough staff when we have the funds.

Ballard spoke about the film grant program. Karen emailed council to explain site and programs.

Karen will send updated budget to council.

It was moved (Andersen) and seconded (Code) that **the ITC approve the financial report.** Motion passed.

Next meeting will be, **Thursday 14 October**, tentatively at Silver Mountain in Coeur d'Alene. Ballard will be speaking at a tourism summit in Coeur d'Alene at Settlers Creek on Wednesday 13 October, 9am - 3 pm. Focus will be on state of tourism and it is for state and regional representatives. Ballard suggested that council members attend. Ballard suggested council meet on Thursday 14 October. Jaeger and Ballard suggested we check out Silver Mountain.

Wed-Thu 19-20 January 2011 in Boise. First day with ITC alone. ITC is mandatorily required to meet with Economic Advisory Council. ITC does this for ½ day.

Tue-Wed 15-16 March 2011 possibly at Cascade's new white water park or another business in McCall/Cascade area. If not, in the McCall or Cascade area. Last year, due to budget constraints, the council met via a conference call.

Mon-Tue 2-3 May. Lewiston. Governor's conference & ICORT is 3, 4, 5 May.

Tue-Wed 2-3 Aug. Location TBD.

Collect Expense Report and Payroll Sheets - Laurie Zuckerman

It was moved (Code) and seconded (Andersen) that **ITC meeting adjourn.** Motion passed at 12:20 pm