

**Idaho Travel Council Minutes  
Super 8 Motel - McCall, Idaho  
August 2 & 3, 2011**

**Council Members Present**

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

**Guests Present**

Bill Drake, Drake Cooper  
Josh Mercaldo, Drake Cooper  
Rick Certano, McCall Chamber of Commerce  
Bobbie Patterson, BCVB  
Gail May, GBAD Director  
Steve Forrey, McCall Chamber of Commerce

**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**

Jared Montague, Brundage Mountain  
Mike DeBoer, InIdaho.com  
Judd De Boer, Brundage Mountain  
Anne Chambers, IRVCA  
Dave Humphries, guest  
Tamara DeBoer, InIdaho.com

**Tue 2 Aug 2011**, Frances Conklin, ITC Chair, Audio file "ITC Aug 2011 (1) Tue Introduction" (0:00:00 -0:24:10)  
Meeting called to order by Chair Frances Conklin.

Conklin notified the council that Nancy Merrill Director Idaho Parks and Recreation, scheduled for 3:45 p.m., had been canceled. The Council extended grant conversation during that time slot.

Chair Conklin thanked McCall businesses and organizations for hospitality followed by welcome and introductions.

Chair Conklin introduced herself and described boundaries for Region II. Lewiston lodging is up from last year. They have a new hot air balloon provider that is drawing visitors from outside the region. Riggins had very slow start. They have more walk-ins & last minute reservations. Grangeville Rodeo was well attended and is growing. Moscow business is slow.

Chair Conklin spoke for Paul Norton who was not able to attend due to record attendance at Silverwood Theme Park. They are up 4% over last year. Ballard introduced news clip that Norton sent for Council to view.

Vice Chair JJ Jaeger stated it was a slow start in Region I this summer, but attendance is growing. Coeur d'Alene Tribe opened a new luxury hotel. Silverwood has new attraction. Coeur d'Alene Resort has a new event center.

John May, Region III, stated that his region had a good ski season but a late start to summer. Water sports and rafting businesses had to hold back at first due to high water, but they are doing well now. The IronMan and Far West soccer

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tournaments filled up the city. Occupancies are up 3-5%, and rates are going up a few dollars. Outlook for fall looks comfortable. (11:00 minutes)

Courtney Ferguson, Region VI, indicated his region is dependent on traffic that goes to Yellowstone and Teton Parks National Parks. They had a slow start but are improving. They also had a huge hit with outfitters affected by waters that were too high for water sports, but now things are coming back. They are up a few percentage points through July. (13:00 minutes)

Karen Ballard, Division of Tourism, stated the year ended with a little more than a 5% increase in the 2% bed tax collections

Bill Code described how sporting events have helped Region V. July figures had been phenomenal.

Diane Newman, Region IV, indicated that overall May has been wonderful due to soccer tournaments, and despite their boat regatta was cancelled due to high water. This year's July numbers are better than last year's. (15 minutes)

Dick Andersen shared that Region VII just finished the best month they ever had, up approximately 10%.

Jared Montague from Brundage Mountain Resort stated biking started two weeks late due to rain; however, business is increasing at the resort and in McCall. Winter was great as they had the latest closing date ever. (17 minutes)

Mike DeBoer, InIdaho.com, introduced his company which does reservation booking for the state. They are back to '07 and '08 levels. Booking has been improving. (19 min)

Rick Certano, McCall Chamber of Commerce, stated that the rafting season was off to a late start. Nevertheless, they are having a record year.

**Motion.** It was moved (Bill Code) and seconded (Dick Andersen) that the minutes of the 3 May 2011 meeting be approved. Motion passed. (21 minutes)

**Welcome.** Rick Certano, McCall Chamber of Commerce, thanked the board for coming to McCall. Their board is working closely together and drawing the community together to promote tourism. (23 minutes)

## **ITC Aug 2011 Agency Updates**

**Drake Cooper Agency Updates** – Bill Drake and Josh Mercaldo, Audio file "ITC Aug 2011 (2) Drake Cooper" (0:01:00)

### **What's Happening**

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1. Monthly GIG is continuing, with sweepstakes planned through Sept.
2. Marketing Outreach
  1. New regional videos on You Tube
  2. PR pitches and editorial calendar  
Karen Ballard interjected recent news from Bibiana Nertney that Commerce's media tracking service, VOCUS, announced that the state won the preferred venue program. The state will get "PR stories on steroids." The state needs to line up many stories for this purpose.  
(0:04:00)
  3. Active Blogs
  4. Adventures in Living e-newsletters
3. Visit Idaho Web development
  1. Mobile web platform
  2. Text messaging platform (iZigg)
  3. Site wide Tech audit
4. Media Updates (0:10:00)
  1. New Facebook tabs (iZigg, 90210) You can now order Travel Guide from Facebook site.
  2. Trip Advisor forum. Working well for discussion with Idaho visitors.
5. New co-ops being offered.

**Other Projects. (0:13:00)**

1. We have 7 new panoramic shots from Regal 360 and are half way complete.
2. New travel guide distribution on iTunes & iBooks.
3. Working to get 2011 version of download into iTunes, IBooks and iPhone. They want a tablet friendly version.
4. UpdateIdaho.com enhancements: adding video and enhanced reporting
5. Canadian customer service phone number 1.800.474.3246 that goes to All West (call center for visitors to talk to real person 24-7 about travel in Idaho). DC adds this number to Canadian advertisements.
6. Updating State Highway Map. DC updates new map. ITD does printing. All West does fulfillment. (0:20:00)
7. Looking at content partnership with blub.com out of San Francisco. This would help families load vacation pictures into an e-book type template. It would also give us access to new content/platform.
8. FY12 Prime Season Campaign Planning
  1. License, software and media impressions set (PixFusion). PixFusion licenses with JibJab.
  2. Final list based on video assets

**FY12 Activity List**

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Fly fishing Natural attractions Horseback riding Guest ranching Camping/hiking Whitewater Jet boating	Mountain Biking Zipline/rock climbing/BASE jumping Resort experience (culinary/spa) Lake cruise/boating/sailing Scenic byway/RV	Hot springs Golf Sporting events (rodeo, triathlon) Family destinations – water parks, zoos
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Karen Ballard requested that if anyone is having video production being done in Idaho, please share clips with the Tourism Division. (0:25:30)

**GIG Sweeps:**

**August 2011**

- Teton Springs Lodge & Spa
- 7 day pass to Yellowstone & Grant Teton Parks
- Black Swan and Destinations Inn
- Blue Heron
- AmericInn
- Yellowstone Bear World
- Museum of Idaho
- International Dance and Music Festival

**Sept 2011 – final offer:** Statewide partners, non-regional

**Micro site Discussion (0:30:00)**

- A micro site is a web design term referring to an individual web page or a small cluster (around 1 to 7) pages which are meant to function as an auxiliary supplement to a primary website. The micro site’s main landing page most likely has its own domain name or sub domain.
- Wikipedia (<http://en.wikipedia.org/wiki/Microsite>)
- Diverse usage from editorial or commercial to promotional
- Main distinction of a micro site vs. its parent site is its purpose and specific cohesiveness as compared to the micro site’s broader overall parent website
- Many things to consider from a “best practices” standpoint, but purpose, promotion & tracking are key

**Examples (0:35:00)**

- Main/parent site – [www.visitidaho.org](http://www.visitidaho.org)
  - Searching for information, ordering collateral items and general “shopping”

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- Micro site – [www.greatidahogetaway.org](http://www.greatidahogetaway.org)
  - Specific goal is entering sweeps (lead capture)
- Micro site – [www.idahowinter.org](http://www.idahowinter.org)
  - Specific goal is entering sweeps (lead capture)
- Other Examples
  - <http://www.ford.com> (domain)
  - <http://www.ford.com/suvs/explorer/> (product page)
  - <http://www.thefordstory.com/> (micro site)

May commented that microsites can be confusing to ITC members to know when a grantee can/should have a micro site. He applauds Mercaldo for beginning to define and help the council move ahead with council on behalf of grantees. (0:40:00)

## **2012 Travel Guide**

Mercaldo described previous voting process for Travel Guide cover. Drake explained that staff was not pleased with this year's ideas. Later during this presentation, Drake and Mercaldo showed the covers that staff had rejected. Ballard explained that cover concepts were geared toward younger generation that is busier and likes game ideas. That may not be appropriate for people who order hard copies. (0:45:00)

Certano asked about relevance of using print guide. Drake explained that print guides have hit the floor, and the division is moving toward electronic. However, there is still a demand for print guide with senior market and family market.

Ballard told council that the division has run out of maps. Ballard notified the Department of Transportation that Tourism would need more last December and explained details of this situation. Ballard hopes the Department of Transportation will print new batch in October. (0:50:00)

Ballard and Drake said that the state will be moving toward a tablet form that can be printed. Mercaldo explained that currently 10,000 to 14,000 Travel Guides go out per month. Some states have stopped printing travel guides due to costs. Other states are moving to a newspaper print or smaller coffee-table model. Drake and Ballard pointed out that the older market spends more money on travel and wants print versions. (0:55:00)

Mercaldo stated that the state offers the Travel Guide in print, PDF, and digital formats, and is moving to tablet format.

### **2012 Travel Guide.**

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1. Cover options will be shared via email for online voting in Aug
2. Continue with 2011 design layout
3. 136 page book + fold out map
4. Printer selected
5. Continue with interactive flipbook
6. First Guide to have Tablet version
7. Adding new lodging properties
8. Official ad sales underway, including IOGA

**Photography.**

1. Greater variety of statewide locations throughout regional pages
2. Prime season photos + winter
3. New submissions will arrive in mid-Aug
4. Seven all-new Regal 360 shots approved
  1. Wallace
  2. Riggins
  3. Payette Lake/McCall
  4. Perrine Bridge
  5. Oldtown Pocatello
  6. Swan Valley
  7. Craters of the Moon

**Content Upgrades (1:00:00)**

1. Editorial coverage
  1. Call outs placed on cover
  2. Campaign spread added prior to Northern section
  3. Integration of blog and other new travel resources
2. Copy refresh (updating properties and information)
3. Continue offering TG as PDF downloads
4. Cross promote TG across Visit Idaho's social media channels

**Production Specs**

1. Qty: 140,000 guides
2. Same cover and interior page stock as 2011
3. Purchase paper in mid-Aug
4. Files to printer: Early Nov 2011
5. Delivery date: Mid Dec 2011
6. Circulation date: Early Jan 2012

**\$180,000 Budget (1:01:30)**

- \$167,575 for 140,000 printed units
- \$12,425 for digital units - flipbook, PDF, tablet

Production

Printing, paper, shipping \$112,300

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Design, layout, copy	\$33,625
Photography	\$65,700
Pre-print, prep, press check	\$23,400
Total	\$235,025

Revenue

Gross advertising sales	\$95,000
Less cost of sales	\$27,550
Net revenue from advertising	\$67,450
Net ITC Budget	\$167,575

**Budget Comparisons (1:03:00)**

1. 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

1. Actual 2011

1. Production Expense:	\$211,111.05
2. Net Ad Rev:	\$77,342.24
3. Net Cost to ITC Budget:	\$133,768.81

## **ITC Aug 2011 – REPORT ON ECONOMIC IMPACT RESEARCH**

**Project Overview. Bill Drake (1:15:00)**

- Joint effort with Idaho Travel Council, Department of Tourism Development and Idaho Dept of Labor
- Sub-contract with EMSI (Moscow, ID) for sales, earnings and multiplier data
- IDOL budget: \$3,150
- EMSI budget: \$6,000
- Project Manager: Cathy Bourner

**The Need for Economic Impact Information.**

- Establish strength of industry
- Reliable data
- Regional and county data
- Update annually
- Use in communications by DTD

**Methodology (1:19:30)**

- Tourism taxonomy from US Bureau of Economic Analysis
- Measure employment, establishments, total wages by county
- 24 NAICS codes out of 294 constitute tourism and travel sectors
- Range of economic contribution: 13%-99%

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**Findings**

- Over 43,600 Idahoans are employed in tourism (Timber only employees 30,000 in Idaho.)
- Tourism accounts for over \$1 Billion in wages
- Jobs in tourism account for nearly 5% of all jobs in Idaho
  - 31,000 direct jobs
  - 12,600 indirect jobs

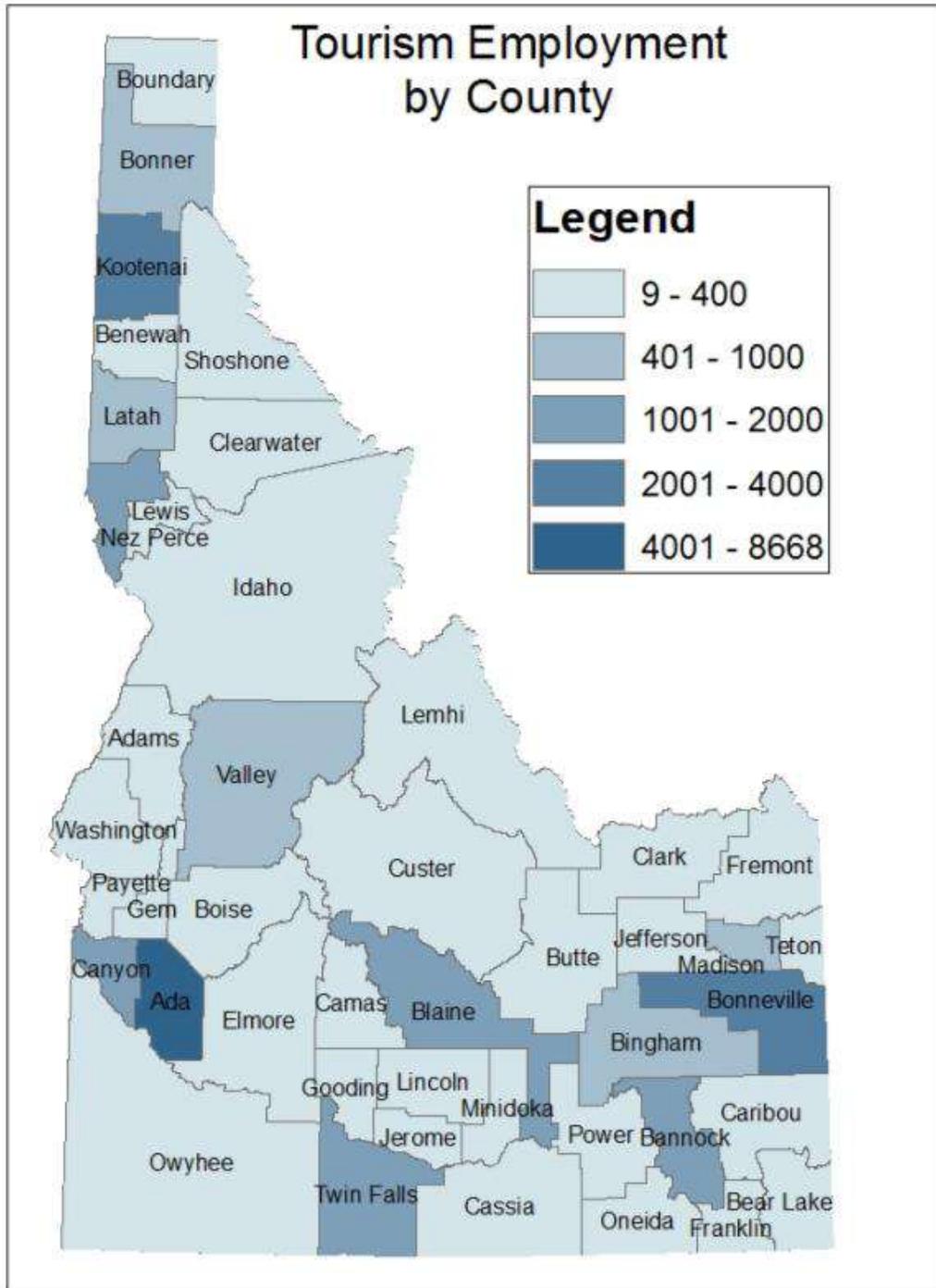
**Major Employers**

- Restaurants and bars 26%
- Hotels and campgrounds 20%
- Participant sports 12%
- Retail trade 8%
- 20 other sub-sectors 34%  
(small business like guides)

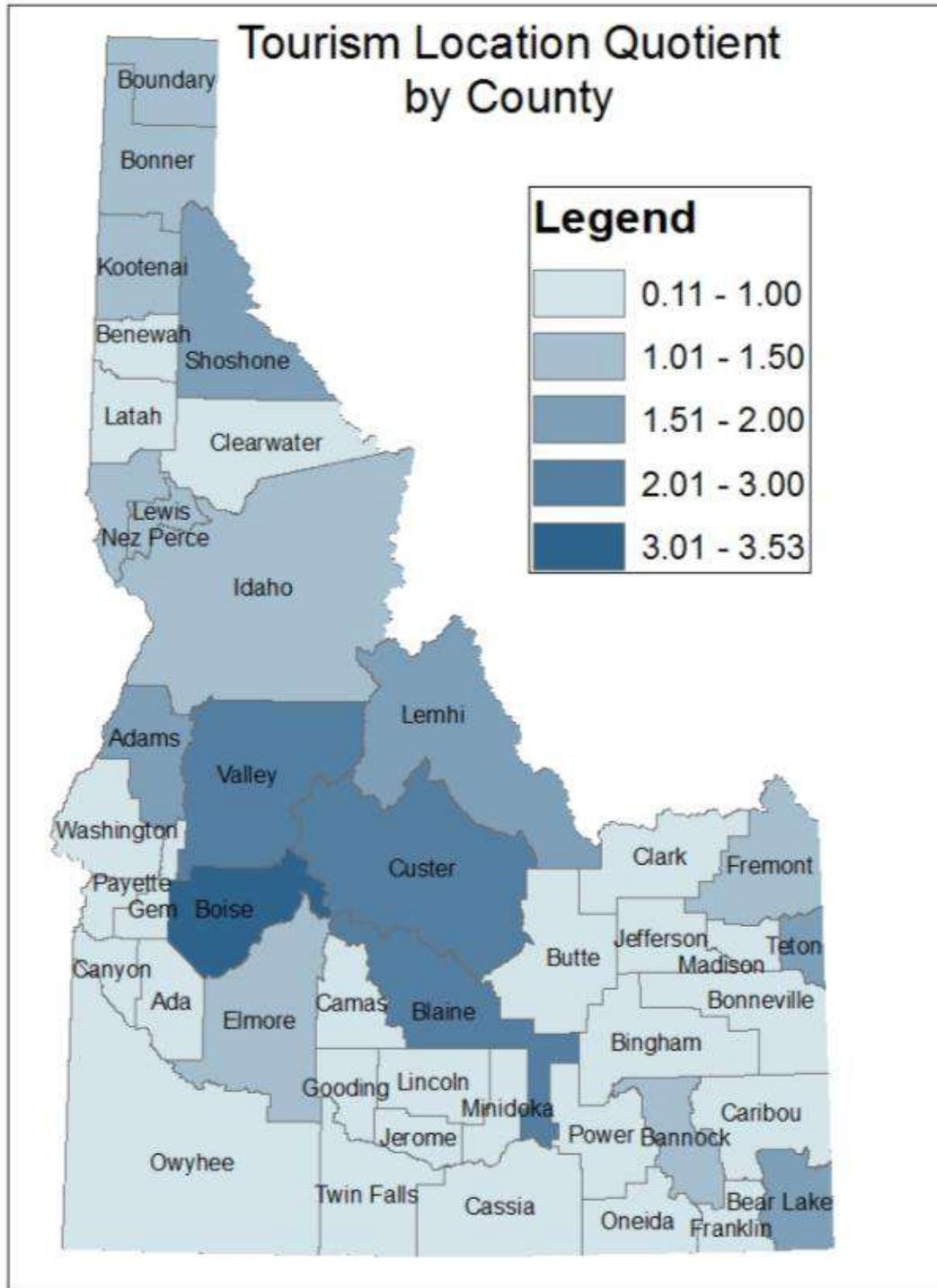
The following map reflects where the jobs are, not where the people live who work those jobs. For example, many people in Lincoln County's full time jobs are in tourism jobs that are located in Blaine County. Also note that Brundage is located in Adams county not Valley County, those figures will be slightly skewed. (1:25:00)

In these figures, restaurants and bars only include those employees whose jobs exist because of tourism, not those whose jobs exist for local businesses. The figures are lower when considering salaries from tourism feed back into Idaho.

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Darker counties depend more on tourism industry. (1:33:00)

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Drake: "A *Location Quotient* is a measure that compares the concentration of our industry in a defined area to that of a larger area for base.' So it is a ratio of this county's population to jobs in our industry to the aggregate..." (1:33:00)

Note—Labor does not use our seven regions but instead uses six regions.

For example, Bonner County has a 1.43 job multiplier. They are 43% more dependent on tourism jobs compared to the national average.

**Northern Idaho – Benewah, Bonner, Boundary, Kootenai and Shoshone Counties**

- Largest County Jobs Multiplier – Bonner/Kootenai (1.43)
- Total Tourism Wages - \$106,000,000
- Total Tourism Employment – 5,538
- Regional Location Quotient – 1.38
- Largest County Location Quotient – Shoshone (1.66)



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**North Central Idaho – Clearwater, Idaho, Latah, Lewis and Nez Perce Counties**

- Largest County Jobs Multiplier – Idaho (1.31)
- Total Tourism Wages - \$37,000,000
- Total Tourism Employment – 2,171
- Regional Location Quotient – 1.03
- Largest County Location Quotient – Lewis (1.30)



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**Southwestern Idaho – Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Valley and Washington Counties**

- Largest County Jobs Multiplier – Ada (1.41)
- Total Tourism Wages – \$250,000,000
- Total Tourism Employment – 12,189
- Regional Location Quotient – 0.88
- Largest County Location Quotient – Boise (3.53)



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**South Central Idaho – Blaine, Camas, Cassia, Minidoka, Twin Falls, Gooding, Jerome and Lincoln Counties**

- Largest County Jobs Multiplier – Twin Falls (1.43)
- Total Tourism Wages - \$85,000,000
- Total Tourism Employment – 4,284
- Regional Location Quotient – 1.09
- Largest County Location Quotient – Blaine (2.51)



**Southeastern Idaho – Bingham, Bannock, Bear Lake, Caribou, Franklin, Oneida and Power Counties**

- Largest County Jobs Multiplier – Bannock (1.35)
- Total Tourism Wages - \$46,000,000
- Total Tourism Employment – 2,770
- Regional Location Quotient – 0.95
- Largest County Location Quotient – Bear Lake (1.71)



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**Northeastern Idaho – Bonneville, Butte, Custer, Jefferson, Clark, Madison, Fremont, Teton and Lemhi Counties**

- Largest County Jobs Multiplier – Lemhi (1.42)
- Total Tourism Wages - \$66,000,000
- Total Tourism Employment – 4,014
- Regional Location Quotient – 0.98
- Largest County Location Quotient – Custer (2.12)



Ballard read email from James Arrick from EMSI that she received moments before (10:32 am, 1:38:00)

For the Idaho Department of Commerce and Tourism

*The purpose of this work agreement is for EMSI to produce jobs, earnings, and sales numbers for the State of Idaho and for the individual counties connected to industry groups within the tourism categories provided by Idaho Department of Labor. EMSI will then apply the most current BEA tourism ratios to those numbers.*

*The report will provide data and analysis derived from EMSI's databases in the following categories:*

- *Individual County and State wide jobs, earnings, and sales numbers for the State of Idaho*
- *Develop a method to apply the BEA Tourism ratios to EMSI's jobs, earnings, and sales numbers*

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- *Provide preliminary results in the form of raw data to Idaho Department of Commerce and Tourism staff throughout the course of the project and respond to staff feedback accordingly*
- *Provide in a spreadsheet for BEA Tourism adjusted numbers for each Idaho County and the State of Idaho.*

*EMSI will deliver the report in MS Word, with tables and graphs to support the information. EMSI will also surround the data with brief narrative (roughly 1 page per county).*

*This project will take no longer than one month. The total cost of the project is \$6,000.*

**Next Steps.**

- Firm up contract with EMSI for sales and revenues data
- Receive data
- Generate full report on economic impacts of travel and tourism
- Provide report to press, public officials and local and regional travel officials

**ITC Aug 2011 – Winter**

**Destination Winter Marketing. (1:52:00)**

1. FY12 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. Renew Winter Sweepstakes:
  - a. Call to action page of Idahowinter.org
  - b. Online sweepstakes for resort prizes and offers
  - c. Integrated media campaign
  - d. PR & social outreach

**Site & Sweeps.**

1. Primary in-market focus on Greater Seattle
  - a. Strategic partnership with Ski Idaho
  - b. Promote Idaho's blue bird days, sunny weather and ski/board family fun
  - c. 42,500 in funding to support campaign
    1. Min of \$200,000 in media support
    2. Ski Idaho grant funding would extend campaign
2. Season-long offers executed weekly
3. Three related opportunities
  1. Strategically executed flash mobs that target urban and suburb settings
  2. Partnership with Bellevue Square and Microsoft
  3. Partnership with Smith Optics to promote Ski Idaho in association with Smith's "Prospecting Idaho" marketing campaign

**Media, PR and Social (2:03:00)**

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1. Media and PR focus till target same markets, but expand to regional feeder markets and Canada
2. Content sites, Google search and print
  - a. Seattle Magazine
  - b. Seattle Times online
  - c. Media to start in Oct to sync with Seattle ski shows
  - d. No national print
3. Continue offering collateral items – Ski Idaho brochure, Travel Guide
4. Streamlined “VisitIdaho” social media channels
5. Use of Ski Idaho ski/board video

**Other Recommendations (2:06:30)**

1. Technical updates
  - a. Visit Idaho home page will have winter background image
  - b. Adding Ski Idaho videos to resort & ski area attraction pages
2. Updated Google keywords
3. Continue to work with Ski Idaho on linking strategies, e-blast schedules, sweepstake offers, promotional graphics, social media outreach

Ballard spoke about Mike McCloud’s winter film festival in Boise this October at the Egyptian Theatre. Jared Montague (Brundage) was concerned about timing.

**Snowmobile (2:16:00)**

1. Tri-state Sled the Rockies campaign with ID, MT & WY
  - a. \$90,000 budget, \$30K per state
  - b. \$70,000 for media (first year with TV)
  - c. \$20,000 for site & email campaign
2. In-state Program
  - a. Projected to have 4 in-state partners based on grant awards
  - b. Grant investment for web development within STR.com and 13x email campaign
3. Continue with promotional sweeps
4. Continue promoting each state with maps, points of interest, photos/videos
5. Yellowstone will continue to be a featured destination area

Conklin asked for review of Costco piece last year. Mercaldo said that it was more difficult than expected due to strict guidelines. He will come back to ITC in October with metrics. He would like to do it again. (2:23:30)

May asked about flash mob at Bellevue Square. Mercaldo explained event will be quick and mobile as well as how price is set and how flash mob works. Ballard elaborated that the event could be limited because Tourism, Ski Idaho and Drake Cooper have limited staff and funds. (2:27:00)

Mercaldo showed a video interview about luxury vacations in Idaho.

**Division of Financial Management Update**, Shelby Kerns, Budget Analyst, Audio File “ITC Aug 2011 (3) Div of Financial Management” Cancelled.

Ballard read Kerns’ comments from email Kerns sent 2 Aug at 10 am.

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General Fund Update

*Finished FY 2011 \$29.2 million ahead of where we had anticipated (after \$67.4 went to schools as part of the Maintenance of Effort requirements for stimulus funds). \$15 million will be used for the next phase of the expansion of the scheduled Grocery Tax Credit. Everyone assumed it would have to be delayed but increased revenue let us keep that promise. That ends the fiscal year with a \$17.4 million surplus (sounds like a lot but that is roughly .7 percent of the budget...not much wiggle room).*

*We're starting work on the FY 2013 budget. The revenue forecast will be updated this month but, right now, we are working with a revenue projection of 8.3 percent - approximately an additional \$210 million. While 8% sounds amazing right now, it's 8% of a much smaller base so is much less than 3% growth of where we were a few years ago. Even 8% growth won't fix the state's budget woes. Here are the pressing needs we know are waiting for us:*

- increased PERSI contribution rates*
- funding of health insurance costs (for 2 years we funded increases out of reserves so we will have 3 years of increases to fund in FY 2013)*
- replacing one-time money used to balance past budgets (we raided dedicated accounts, rainy day funds, and any pot of money we could find)*
- purchase of replacement items that are well beyond their lifespan (Commerce knows well what happens when items aren't replaced!)*
- employee salaries that have remained flat since 2008*

*The Governor has outlined clear priorities*

- Education (K-12 support, enrollment growth in community colleges, on-going needs in higher education)*
- Rebuilding rainy day funds (prior to the recession, Idaho had reserves equal to approximately 11% of its annual budget. We now see that was not enough)*

**Tourism Grant Program Housekeeping**, ReNea Nelson Commerce Staff, Audio file "ITC Aug 2011 (4) Grant Discussion Nelson"

Nelson addressed collateral Material.

*One visitor guide/directory project is eligible per grant cycle. Total project costs incurred and match generated and received for a visitor guide/directory project prior to the grant cycle will be accepted. This does not guarantee ITC funding will be provided on any projects that have commenced prior to funding.(ITC 2-August-2011)*

**Motion:** Anderson moved to accept 2.0. Jaeger seconded. Motion passed.  
(0:02:30)

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Nelson addressed 4.1 *New/Redesigned Websites*.

**4.1**

**NEW/REDESIGNED WEBSITES**

*The design or re-design of a travel and tourism-related website must be completed within a single 14-month grant cycle. **Only one (1) website is eligible for ITC funding. Development of a micro-site that is tied to the organization's original website is also eligible for funding if there is a concise marketing plan and budget in place to drive traffic to the flagship site. The grantee will submit a site request, along with the two to three (2-3) page plan and budget (with SEO included) to the Staff and ITC for review and approval prior to engaging in the project.***

*In addition to budget, include target audience(s), target market(s), paid advertising support (media plan), earned media outreach (PR and social media activities), marketing support (email campaigns and promotions) and site map, including content, technologies used (Flash, databases, video) and Google Analytics or other tracking software.*  
*(ITC 2-August-2011)*

- *If the website design cost is expected to exceed \$5,000, it is subject to the informal bid process (see [Chapter 12.2: Subcontracting](#)).*
- *A professional website should include at the minimum the following: title, meta tags, tagging, keywords, and view source code. Competent web designers are aware of the importance of these items.*

<b>For reimbursement of...</b>	<b>Submit this documentation:</b>
<i>Website Design and Programming</i>	<ul style="list-style-type: none"> <li>• <i>Invoice from designer/programmer</i></li> <li>• <i>Website address, (screen shot appreciated)</i> <ul style="list-style-type: none"> <li>• <i>If applicable, supporting invoices<sup>1</sup> for digital maps, photos, etc.</i></li> </ul> </li> </ul>

Mercaldo explained the fine points on micro sites. (0:06:00) Nelson gave examples of flagship and micro sites that the ITC current funds. (0:8:30) Ballard gave current examples of legitimate and less-legitimate uses of micro sites (0:11:00)

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<sup>1</sup> For example, if the web designer/programmer provides an itemized billing that includes the purchase of a map, photograph usage, etc, the supporting invoice from the vendor of that web element needs to be included in the request for funds to support the purchase.

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May would like to know the process for creating and designing micro sites as well how and who will police. Ballard stated that the staff will not be going to the agency with these questions but rather to the Council. The highlighted statement would live in the Guidelines as well as a memo. A memo would be more fluid and could change as this process developed. (0:13:30)

May asked if there were other analytics than Google and requested the language be changed to say, "something like Google Analytics." Ballard agreed and believes the staff needs to be trained to understand website analytics. (0:18:00)

Conklin added to change verbiage "the site" to the "the flagship site".

**Motion:** May moved and Andersen seconded to approve the text in the Guidelines with Conklin's clarification and addition of Google Analytics or other tracking software. Motion passed. (0:23:00)

Nelson read highlighted proposed text changes in the revised 2011 -2012 Idaho Travel Council Memo. Please see attachment.

Conklin commented on,"consolidation of smaller DMO's." She would like that to be a separate bullet point.

**Motion:** Andersen moved and Jaeger seconded to accept those changes with addition of bullet point. Motion passed. (0:28:00)

Nelson reviewed "ITC Grant Program Eligibility Questions and Answers 7/29/11". Please see attachment. Nelson requested the Council's input so that she can present their suggestions at the Grant Summit. She will post the document on the website. Nelson reviewed and explained each point on the document and their history.

May would like to delete the mention of the two chambers of commerce so that the document is more general.

Conklin would like the document to simply state question followed by answer with reason following.

**Motion:** May moved and Newman seconded to implement and post this Q&A document. Motion passed. (0:42:00)

Conklin inquired if the Council had questions about grants that they would like to discuss. No discussion followed. (0:46:00)

Conklin inquired how, in light of testing InIdaho.org, the state would handle requests in current applications for online reservation services. Nelson suggested that the reference to reservation services not be deleted but not limited to

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JackRabbit. Ballard agreed that this will give all involved time to have further discussion on what they desire with an online reservation service. If the state joins InIdaho.org, individual participants would still have to pay. (0:48:00)

Andersen and Conklin explained to Ferguson that grantees would not be tied to a specific on-line reservation company. However, they could wait to join the state's co-op system which would not charge businesses individually. There is a commission but not extra fee to hotels. Ballard would like to get RFPs or RFQs from several companies including InIdaho and Jack Rabbit. Once ITC has more information, Conklin told Nelson that Nelson could include information about online reservation services in the Grant Summit agenda. (0:52:00)

May addressed Boise Convention and Visitor Bureau issues. Last week GBAD voted 3 -2 to fund BCVB. They are hoping to move forward and get staff paid. (0:59:00)

Conklin stated that funding for training is limited to ICORT and Grant Summit. Are others funding those in-full or asking for match? Conklin told Ferguson that there is no limit to number attending ICORT and the Grant Summit. Nelson stated that they can send two to three to trade shows, and those attending should not overlap.

Code wondered how the state could get the best value, marketing or training? Jaeger stated that it depended on the case. May looks at the dollars involved as well as how motivated the people are to learn and network. (1:06:00)

Nelson is more careful with the Summit because it is geared to train current grantees. Seasoned attendees probably don't need to bring extra people such as members of boards. Patterson added that it is helpful to send staff to Junior Colleges and courses to broaden education.

**Strategic Plan and Budget Review**, Karen Ballard, Tourism Administrator, Audio File "ITC Aug 2011 (5) Strategic Plan & Budget Review"

### **Strategic Plan**

Ballard explained that the Strategic Plan is a three year plan. The annual Work Plan is a companion to the Strategic Plan which includes budget and metrics, some of which are tracked in Salesforce.

### **Budget Review**

Ballard handed out the Fiscal Year 2012 budget and the Idaho Proposed Budget. Please see ***FY2012 Administration Program***. Ballard explained changes in the administrative program budget. The state is projecting 5% growth. In years past, the marketing budget helped to pay for salaries. Ballard is working to have all marketing salaries moved to the salary category. (0:04:00)

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May noted that because the state spent less last year than budgeted, the state would actually be spending \$17,000 more this year on salaries. Ballard explained that the difference has to do with what is statutorily allowed and what the legislature allows. The other possibility is that Ballard may have to pay more for whoever replaces Kelly Kluksdal. (0:06:00)

Bartolome and Ballard explained to May that the reason the contingency is higher is due to the higher projection of cash intake. The state wants a bigger buffer if projections do not match actual increases. (0:09:00)

Ballard explained elements listed in **FY2011 Statewide Program Budget**. Please see attachment. (0:09:30)

Ballard described this year's focus on Scenic Byways which will include partnership with Idaho Public Television hour show. Conklin supports use of funds for this. Ballard told May that IPTV will be putting as much if not much more funding into this project. This project can serve as match funds for Scenic Byways. Conklin and Ballard noted that it will help with ESMI research.

Promotional Assistance goes for Peaks to Craters, national wide golf tournament, two ironmans, US Biking event and other events that are matched by grantees. (0:17:00)

We try to have complete cost recovery for workshop and training programs.

Gateway Visitor Center Support should be showing at \$53,000 not \$35,320.74. The state had one center closed last year making the cost \$35K, but it will be open this year. (0:19:00)

Fulfillment increased because All West is expecting postage to go up and will have to make up for the backlog of maps that have not sent.

Web Program has increased because funding has increased. Mercaldo added that most funds to into VisitIdaho.org. Drake does not bill if Drake Cooper takes more time than estimated. Drake Cooper does not always spend what they have budgeted to spend. They have a priority list for their work. (0:20:00)

Website CRM subscriptions is where Ballard puts Reel Scout (Media Room), Vocus, Salesforce.com, and on line reservation service (\$50,000 one time fee). If Tourism pursues an on line reservation service added to the website, Ballard would like to get RFPs. These services would make it much easier for users to purchase our package deals. Jack Rabbit is one service option which does not offer 24/7 call line to discuss travel options. InIdaho.com is another option which Mike DeBoer will explain. Nelson added that grant award verbiage should refer to "online reservation service" as opposed to a specific service like Jack Rabbit or InIdaho. (0:23:30)

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(Secretary's note: budget discussion continues after InIdaho.com presentation.)

**InIdaho.com**, Mike DeBoer, Owner, Audio File "ITC Aug 2011 (6) DeBoer InIdaho\_com"

InIdaho is a free service for the state of Idaho with four employees that has been in business for fourteen years. InIdaho does reservations for Boise.org, McCall, Ski Idaho, Idaho Golf Trail and several large events. Their website has 5-10,000 visitors/day serving 50-75,000 pages/day. InIdaho's reviews are ranked 4.7 out of 5.0. They only book in Idaho and post 12,000 reviews of Idaho products, ten times more than Trip Advisor.

InIdaho focuses on selling vacations that include activities, not just a room. The call center and website help people build custom packages including hotel, transportation, activities, and events. They book for 100% occupancy and attempt to make booking as easy as possible for the guest. Their operators help visitors get custom information; visitor's age, interests and limitations are critical to building vacation. (2:30)

DeBoer guessed that start-up costs for the State of Idaho would be less than \$30,000. May inquired if DeBoer could run a test on VisitIdaho.org. DeBoer confirmed that InIdaho could do that to find out what kind of calls InIdaho.org would take, their complexity, and then create a total cost estimate. (13:00)

Ballard explained the history of the Tourism Division considering an online reservation service sponsored by the Department of Commerce for grantees and constituents. DeBoer stated that JackRabbit does not offer custom packaging, reports, or a call line. May requested more information about who is calling and what callers want. (27:00)

Mercaldo asked how long the line would be turned on for testing. DeBoer would like to turn it on next week and keep it on until the state decides to turn it off. (32:00)

**Motion.** Code moved and May seconded to test InIdaho.org through October then vote on an RFP. Motion passed.

**Strategic Plan and Budget Review. continued**, Karen Ballard, Tourism Administrator, Audio File "ITC Aug 2011 (5) Strategic Plan & Budget Review"

Equipment upgrades are not needed so far. (0:29:30)

Media advertising and Website advertising are totally integrated. Ballard starts with these figures and keeps the sum total equal. Vacation Guides are higher due to development. Summer FSI is up to the council and can be used for other projects. Email marketing is through Tom Stebbins. (0:30:00)

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Winter marketing is up in order to spend more in this market.

Ballard described each Public/Industry Relations item.

Ballard explained that the increase for Scandinavia/Australian Marketing is due to increase marketing in New Zealand, and she noted the traction the state is getting in those markets. The FAM tours category has increased because the state is hosting the Rocky Mountain International Mega Fam as well as some Scandinavian and Austrian Fams. (0:34:00)

Ballard described each item in Other Promotions. The Film Office was able to help put finishing touches on films that are worthy of getting international recognition. Owens and Norton coming up with program called "Click Bank" that would help fund film grants. (0:39:00)

Ballard briefly explained the items in Other Publications. The highway map should be \$500. 43<sup>rd</sup> State Brochure is actually only \$1,000. Niche Brochures includes Top 10 Scenic Byways, Golf Trails, Scenic Byways and Idaho Rivers (co-op). (0:40:30)

Conklin noted the Tax Commission fee is less. Ballard noted although the MOU was not signed, the costs have been reduced. Ballard is concerned about vacation rental properties that aren't collecting the 2% bed tax and would like to work with Tax Commission to clean this issue. This is a national issue, and there is an association that deals with this nationally. (0:44:00)

Ballard requested that the Council approve the budget taking \$14,000 out of contingency to make up for underfunding visitor centers. May noted that PR Promotions/Press Trips needs to be corrected with extra needed funds taken from contingency. (0:47:30)

**Motion.** May moved and Code seconded to approve the budget with changes. Motion passed. (0:47:30)

May asked for clarification on the Strategic Plan. Ballard explained that it is high level, overview. Ballard requested the Council's feedback on the Work Plan. May would like to know who signs off on the Work Plan, and what accountability do other organizations have for their parts? (0:49:00)

May brought up that the dollars shown on the budget do not represent what those funds mean to each of the regions. Drake added that once ESMI work is completed, the state will have those numbers. May would like these figures as a promotional piece. Bartolome suggested that this be included in the state's legislative report to sell ITC's tourism programs. Patterson requested the report be sent to grantees as well. (0:53:00)

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**Motion.** May moved and Code seconded to adjourn for the day. Code seconded. Motion passed.

**Evening Recess**

**Wed 3 Aug 2011,** Frances Conklin, ITC Chair, Audio file "ITC Aug 2011 (7) Wed Introduction"

Meeting called to order by Chair Frances Conklin.

Chair Conklin welcomed all present followed by introductions.

Ballard reminded council members to note when their businesses are beneficiaries of a grant and to state that and excuse him/herself from the vote on that grant.

Nelson asked members to speak slowly so that staff can capture council stipulations.

**Grant Awards** The Idaho Travel Council awarded grants as follows:

**Frances Conklin, Region II Grants**

**Region II:** Audio File "ITC Aug 2010(8) Region 2 Grant Awards F Conklin"

Cottonwood Chamber did not receive funding as some of the application elements were not in line with ITC's mandates. Conklin encouraged them to incorporate efforts with the North Central Idaho Travel Association.

**Motion** – It was moved (Conklin) and seconded (May) that the **Grangeville Chamber of Commerce** receive \$10,120. Motion passed.

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$920.00
3	Advertizing	\$7,400.00
4	Web Elements	\$1,800.00
Total Amount Awarded		\$10,120.00

**Stipulations:** Element 3 Advertising - \$800 awarded for grant manager to attend Grant Summit and ICORT.

**Motion** – It was moved (Conklin) and seconded (May) that the **Hells Canyon Visitor Bureau** receive \$38,830.00. Motion passed. (2:00)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$3,530.00
3	Advertising	\$24,500.00
4	Website and Social Media	\$7,000.00
5	Fam's & Site Visits	\$2,000.00

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6	Travel / Trade Shows / Training	\$1,800.00
7	Collateral	\$0.00
8	Sponsorships & Partnerships	\$0.00
Total Amount Awarded		\$38,830.00

**Stipulations:** Element 4 Web & Social Media - funds in this element may be used in conjunction with funding from Idaho Tourism for an on-line reservation system such as Jack Rabbit or a similar reservation system.

**Motion** – It was moved (Conklin) and seconded (Code) that the **Kamiah Chamber of Commerce** receive \$12,485.00. Motion passed. (4:00)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$1,135.00
3	Advertising	\$3,950.00
5	Websites and Social Media and Directed Email	\$4,750.00
6	Fams & Site Tours	\$850.00
7	Training	\$1,800.00
8	Kooskia Office Space and internet	\$0.00
Total Amount Awarded		\$12,485.00

**Stipulations:**

Element 3 Advertising - \$650 awarded to assist Kooskia Chamber to place advertising.

Element 5 Web - \$250 of award to assist Kooskia Chamber with web maintenance.

**Motion** – It was moved (Conklin) and seconded (Code) that the **Moscow Chamber of Commerce** receive \$33,000.00. Motion passed. (5:15)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$3,000.00
3	Advertising	\$10,000.00
4	Visitor's Guide Magazine	\$11,000.00
5	Online Advertising	\$4,000.00
6	Web Maintenance	\$2,000.00
7	Travel, Training and Tradeshow	\$1,800.00
8	FAM Tours	\$1,200.00
Total Amount Awarded		\$33,000.00

**Motion** – It was moved (Conklin) and seconded (May) that the **North Central Idaho Travel Association** receive \$66,152.00. Motion passed. (6:00)

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It was noted that although Conklin is a voting member, she does not sit on the board of NCITA.

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$6,013.00
3	Marketing	\$48,464.00
4	Collateral Materials	\$9,000.00
5	Training, Research & Planning	\$1,300.00
6	Umbrella Grant - White Bird Chamber Marketing	\$1,375.00
Total Amount Awarded		\$66,152.00

**Motion** – It was moved (Conklin) and seconded (Jaeger) that the **Orofino Chamber of Commerce** receive \$10,364.00. Motion passed. (7:15)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$942.00
3	Advertising - Annual Campaigns	\$4,200.00
4	Collateral - Orofino Visitors Guide	\$3,000.00
5	E-Mail Marketing Campaign	\$422.00
6	Training	\$1,800.00
Total Amount Awarded		\$10,364.00

**Motion** – It was moved (Conklin) and seconded (Newman) that the **Salmon River Chamber of Commerce** receive \$26,180.99. Motion passed. (8:00)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$2,380.00
3	Website Development and Maintenance	\$1,800.00
4	Social Media	\$3,500.00
5	Advertising	\$8,200.00
6	Trade Shows	\$3,500.00
7	Training and Education	\$1,800.00
8	Public/Media Relations	\$5,000.00
Total Amount Awarded		\$26,180.00

**Motion** – It was moved (Conklin) and seconded (Code) that the **Idaho Bed and Breakfast Association** receive \$5000 from Region II funds. Motion passed. (9:00)

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**Motion** – It was moved (Conklin) and seconded (Jaeger) that the **Idaho Outfitters and Guides Association** receive \$6000 from Region II funds. Motion passed. (9:30)

**Motion** – It was moved (Conklin) and seconded (Andersen) that the **Idaho RV Campgrounds Association** receive \$4,500 from Region II funds. Motion passed. (9:45)

**Motion** – It was moved (Conklin) and seconded (Andersen) that the **Idaho Ski Areas Association** receive \$1,000 from Region II funds. Motion passed. (10:00)

Total awarded to Region II: \$213,631.00

**John May, Region III Grants**

**Region III:** Audio File "ITC Aug 2010 (9) Region 3 Grant Awards J May"

Idaho Cutting Horse Association

After a review of the non-profit mission/purpose of the Idaho Cutting Horse Association, it was determined the organization does not qualify to receive an ITC grant, although the organization does put on events that bring visitors to Regions II. It was May's recommendation and request the organization continue to be involved with the regional organization SWITA as he dedicated some funds through SWITA to be used to advertise some of the events (\$10,000).

Valley County Convention and Visitors Bureau (VCCVB)

May pointed out that this organization's mission is one that is more economic development based in nature than the heads in beds mission on which the ITC Grant Program is based. Couple this with the fact that the state has a Regional Grant Organization in SWITA, May felt strongly that the VCCVB should be partnering to promote all of the opportunities identified in the grant application. In addition VCCVB's their next door neighbor is a well established grant recipient; the McCall Chamber of Commerce's mission is basically the same and another organization with whom that the VCCVB should partner. Although the addition of this organization in the area is a positive one, May felt the area is small enough that issuing a specific grant to this organization would create a large duplication of what is and should be promoted through the Regional Organization SWITA and the McCall Chamber of Commerce Grants. Therefore, May did not recommend any monies to this organization. May did intend to dedicate some specific advertising funds to be used to promote some events and some of the new Whitewater opportunities identified in your advertising element in the McCall Chamber of Commerce Grant Award.

**Motion** – It was moved (May) and seconded (Code) the **McCall Chamber of Commerce** receive \$80,300.00. Motion passed. (4:20)

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Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$7,300.00
3	Advertising/Promotion	\$65,000.00
4	Web/Social Media	\$4,000.00
5	Special Events	\$4,000.00
Total Amount Awarded		\$80,300.00

**Stipulations:** Element 3 Advertising/Promotion- Within this element May would like to dedicate \$12,000.00 toward the advertising of some items identified in the Valley County Convention and Visitor Bureau's grant application and ask the McCall Chamber to work with Valley County CVB in the promotion of the following: Elements identified to advertise the new kayaking facility (Kelly's Whitewater Park). This will be considered a piece of the advertising element of the McCall Chamber of Commerce Grant and not considered an element of the VCCVB Grant application. The VCCVB is not to be considered a sub grantee under the McCall Grant; therefore, since the McCall Chamber will be administering this grant, all admin/fulfillment dollars associated with this \$12,000.00 shall remain with the McCall Chamber. Finally, the appropriate match associated with these monies should be provided to the McCall Chamber by the VCCVB. The remaining monies are to be spent as outlined in their advertising element. If there are any questions about this, May will be happy to meet with the parties to work out any details at a time in the future to be determined.

**Motion** – It was moved (May) and seconded (Code) that the **Southwest Idaho Travel Association** receive \$231,030.00. Motion passed. (8:00)

Element	Project	Amount Awarded
1	Audit	\$3,000.00
2	Admin/Fulfillment	\$20,730.00
3	Advertising	\$111,300.00
4	Regional Collateral/Support Marketing	\$10,000.00
5	Regional Scenic Byways Brochure	\$2,000.00
6	FAM & Press Trips	\$20,000.00
7	Marketplace/Sponsorships	\$35,000.00
8	Tradeshows	\$20,000.00
9	Web Maintenance/Updates	\$9,000.00
Total Amount Awarded		\$231,030.00

**Stipulations:**

Element 3 Advertising - Within this element May encourages SWITA to work with the Idaho Cutting Horse Association to advertise events in the following horse publications as identified in the ICHA Grant: Chatter, Horse Sports and Wrangler for

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a total of up to \$10,000.00. The remaining monies are to be spent as outlined in SWITA's advertising element.

Element 9 Web Maintenance - In recent review of the site a number of corrections and improvements were identified that could probably improve the overall experience of the site and I encourage you to get with staff and see about possibly identifying those areas that could be improved. I would also encourage you to continue to reach out and identify any and all new attractions that come into the region and see how they may be able to be adopted into the Regional site.

**Motion** – It was moved (Code) and seconded (Andersen) that the **Boise Convention and Visitors Bureau** receive \$620,504.00. Motion passed. (12:20) May stated that BCVB is a tenant in May's property and staying for free. His mother is a board member on GBAD which funds the BCVB. May is abstaining from voting and only making recommendation. May did not vote.

Element	Project	Amount Awarded
1	Audit	\$3,000.00
2	Admin/Fulfillment	\$25,000.00
3	Marketing	\$185,000.00
4	Advertising	\$188,004.00
5	Communications	\$75,000.00
6	Partnerships	\$72,000.00
7	Special Event Support	\$60,000.00
8	Cultural Community Co-op Programs	\$12,500.00
Total Amount Awarded		\$620,504.00

Element 8 - Cultural & Community Co-ops. Breakdown as follows.

**Stipulation:** (14:45)

- Item a \$1,500
- Item b 1,000
- Item c no funding
- Item d \$5,000
- Item e \$5,000

**Motion** – It was moved (May) and seconded (Code) that the **Idaho Bed and Breakfast Association** receive \$4000 from Region III funds. Motion passed. (16:30)

**Motion** – It was moved (May) and seconded (Code) that the **Idaho Outfitters and Guides Association** receive \$18,500 from Region III funds. Motion passed. (17:00)

**Motion** – It was moved (May) and seconded (Jaeger) that Idaho the **RV Campgrounds Association** receive \$24,500 from Region III funds. Motion passed. (17:30)

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**Motion** – It was moved (May) and seconded (Andersen) that the **Idaho Ski Areas Association 2011** receive \$11,000 from Region III funds. Motion passed. (18:00)

Total awarded to Region III: \$989,834

**JJ Jaeger, Region I Grants**

**Region I:** Audio File "ITC Aug 2010(10) Region 1 Grant Awards J Jaeger"

**Motion** – It was moved (Code) and seconded (Andersen) that the **Coeur d’Alene Chamber of Commerce and CVB** receive \$364,500.00 from Region I funds. Motion passed. (2:00)

Jaeger is making recommendation only as he and family sit on the board. Jaeger abstained from voting. (0:00)

Element	Project	Amount Awarded
1	Audit	\$2,000.00
2	Admin/Fulfillment	\$25,000.00
3	Advertising	\$147,500.00
4	Golf	\$23,000.00
5	Web & Print/Lure	\$20,000.00
6	Events Marketing	\$30,000.00
7	Winter Activities	\$42,000.00
8	Group Business	\$55,000.00
9	Public Relations	\$20,000.00
Total Amount Awarded		\$364,500.00

**Motion** – It was moved (Jaeger) and seconded (Code and May) that the **North Idaho Travel Association** receive \$70,000.00. Motion passed. (2:00)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$6,363.00
3	Winter/Spring Advertising	\$11,500.00
4	Summer Advertising	\$19,000.00
5	Collateral Material & Distribution	\$4,000.00
6	Online Marketing	\$1,000.00
7	Websites & Social Media	\$15,000.00
8	FAMs	\$2,000.00
9	Sponsorships & Partnerships	\$1,000.00
10	Trade Shows	\$6,387.00
11	Training	\$750.00
12	Public Relations & Market Research	\$3,000.00
13	Capital Outlay	\$0.00
Total Amount Awarded		\$70,000.00

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**Motion** – It was moved (Jaeger) and seconded (Code) that the **Post Falls Chamber of Commerce** receive \$59,500. Motion passed. (2:46)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$5,409.00
3	Advertising	\$33,045.00
4	Electronic Media, TV and Radio	\$2,546.00
5	Collateral/Lure Piece	\$15,000.00
6	On Line Advertising and E-Blast Campaign	\$1,000.00
7	Website and Social Media	\$2,500.00
Total Amount Awarded		\$59,500.00

**Motion** – It was moved (Jaeger) and seconded (May) that the **Sand Point Chamber of Commerce** receive \$103,000 from Region I funds. Motion passed. (3:45)

Element	Project	Amount Awarded
1	Audit	\$1,500.00
2	Admin/Fulfillment	\$9,227.00
3	Advertising	\$35,000.00
4	Collateral	\$21,000.00
5	Website	\$5,000.00
6	Sponsorships & Partnerships	\$9,500.00
7	Conferences/Tradeshows	\$1,600.00
8	Public Relations	\$15,173.00
9	Online Marketing	\$5,000.00
Total Amount Awarded		\$103,000.00

**Motion** – It was moved (Jaeger) and seconded (May) that the **Idaho Bed and Breakfast Association** receive \$2,100 from Region I funds. Motion passed. (5:00)

**Motion** – It was moved (Jaeger) and seconded (Code) that the **Idaho Outfitters and Guides Association** receive \$ 4,935 from Region I funds. Motion passed. (5:20)

**Motion** – It was moved (Jaeger) and seconded (May) that the **Idaho Ski Areas Association 2011** receive \$3,150 from Region I funds. Motion passed. (5:45)

**Motion** – It was moved (Jaeger) and seconded (Code) that the **Idaho RV Campgrounds Association** receive \$6,181 from Region I funds. Motion passed. (6:00)

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Total awarded to Region I: \$613,356.00

**Diane Newman, Region IV Grants**

**Region IV:** Audio File "ITC Aug 2011 (11) Region 4 Grant Awards D Newman"

**Motion** – It was moved (Newman) and seconded (Code) that the **Southern Idaho Tourism** receive \$224,185. Motion passed. (0:00)

Element	Project	Amount Awarded
1	Audit	\$3,000.00
2	Admin/Fulfillment	\$20,107.00
3	Marketing	\$84,453.00
4	Creative	\$30,000.00
5	Public and Press Relations	\$7,000.00
6	Website and Online	\$53,125.00
7	Training and Travel	\$1,500.00
8	Mobile App Development and Implementation	\$25,000.00
Total Amount Awarded		\$224,185.00

**Stipulations:** \$5,000 to be used for Jack Rabbit Online Booking or a like online marketing tool.

**Motion** – No funds awarded to the **Idaho Bed and Breakfast Association** from Region IV funds. No motion needed. (2:00)

**Motion** – It was moved (Newman) and seconded (Code) that the **Idaho Outfitters and Guides Association** receive \$2,893 from Region IV funds. Motion passed. (2:15)

**Motion** – It was moved (Newman) and seconded (May) that the **Idaho RV Campgrounds Association** receive \$6,404 from Region IV funds. Motion passed. (2:30)

**Motion** – It was moved (Newman) and seconded (Code) that the **Idaho Ski Areas Association 2011** receive \$2,893 from Region IV funds. Motion passed. (2:45)

Total awarded to Region IV: \$236,375.00

**Bill Code, Region V Grants**

**Region V:** Audio File "ITC Aug 2011(12) Region 5 Grant Awards B Code"

Bill Code indicated the Greater Lava Hot Springs Prosperity Foundation did not meet the mission of the Grant Program of putting heads in beds but was more focused on economic development. For the parts of their application that duplicate Pioneer

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Country Travel efforts, Code recommended they work with Pioneer Travel for their common goals.

**Motion** – It was moved (Code) and seconded (May) that the **Bear Lake Valley Convention and Visitors Bureau** receive \$39,468.00. Motion passed. (1:00)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$3,588.00
3	Advertising	\$12,000.00
4	Web Site and Social Media	\$17,000.00
5	Brochure Distribution and Brochures	\$6,120.00
6	Training	\$760.00
Total Amount Awarded		\$39,468.00

**Motion** – It was moved (Code) and seconded (Newman) that the **Pioneer Country Travel Council** receive \$170,636. Motion passed. (1:45)

Element	Project	Amount Awarded
1	Audit	\$3,000.00
2	Admin/Fulfillment	\$15,239.00
3	Regional Advertising	\$54,397.00
4	Consumer Travel Shows & Convention Promotion	\$16,500.00
5	Website & Social Media	\$22,500.00
6	Regional Brochures & Brochure Distribution	\$25,000.00
7	Bear River Heritage Area Co-Op	\$0.00
8	Sponsorships	\$15,000.00
9	International Marketing	\$15,000.00
10	Training	\$4,000.00
Total Amount Awarded		\$170,636.00

**Motion** – It was moved (Code) and seconded (May) that the **Idaho Bed and Breakfast Association** receive \$1,000 from Region V funds. Motion passed. (3:00)

**Motion** – It was moved (Code) and seconded (Jaeger) that the **Idaho Outfitters and Guides Association** receive \$4,000 from Region V funds. Motion passed. (3:30)

**Motion** – It was moved (Code) and seconded (Andersen) that the **Idaho RV Campgrounds Association** receive \$5,000 from Region V funds. Motion passed. (3:45)

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**Motion** – It was moved (Code) and seconded (Newman) that the **Idaho Ski Areas Association 2011** receive \$4,000 from Region V funds. Motion passed. (4:00)

Total awarded to Region V: \$224,104.00

**Dick Andersen, Region VII Grants**

**Region VII:** Audio File "ITC Aug 2011 (13) Region 7 Grant Awards D Andersen"

**Motion** – It was moved (Andersen) and seconded (Newman) that the **Hailey Chamber of Commerce** receive \$15,000. Motion passed. (0:00)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$1,363.00
3	Advertising	\$3,800.00
4	Collateral	\$1,200.00
5	Websites and Social Media	\$3,062.00
6	FAM Tours and Public Relations	\$4,000.00
7	Training	\$1,575.00
Total Amount Awarded		\$15,000.00

**Motion** – It was moved (Andersen) and seconded (May) that the **Salmon Valley Chamber of Commerce** receive \$20,218. Motion passed. (1:00)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$1,838.00
3	Website	\$4,925.00
4	Tourism and Marketing	\$11,655.00
5	Media Packet upgrade	\$1,800.00
Total Amount Awarded		\$20,218.00

**Motion** – It was moved (Andersen) and seconded (Newman) that **Stanley-Sawtooth Chamber of Commerce** receive \$30,000. Motion passed. (1:45)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$2,727.00
3	Media Advertising	\$7,000.00
4	Collateral	\$2,600.00
5	Directed Mail and E-mail Marketing Campaigns	\$300.00
6	Websites and Social Media	\$17,173.00
7	Shows and Other Travel	\$200.00

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Total Amount Awarded	\$30,000
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**Stipulations:** No funds can be reimbursed until approval of IRS non-profit status reinstated and provided to the Department of Commerce, Division of Tourism, for the past three years.

**Motion** – It was moved (Andersen) and seconded (Code) that the **Sun Valley Marketing Alliance, Inc.** receive \$218,000. Motion passed. (2:50)

Element	Project	Amount Awarded
1	Audit	\$3,000.00
2	Admin/Fulfillment	\$19,545.00
3	Website & Social Media	\$65,455.00
4	Advertising	\$50,000.00
5	Public Relations	\$35,000.00
6	Brochure & Literature	\$11,000.00
7	Event Promotion	\$24,000.00
8	Research	\$10,000.00
Total Amount Awarded		\$218,000.00

**Motion** – It was moved (Andersen) and seconded (Newman) that the **Idaho Bed and Breakfast Association** receive \$500 from Region VII funds. Motion passed. (3:45)

**Motion** – It was moved (Andersen) and seconded (May) that the **Idaho Outfitters and Guides Association** receive \$10,000 from Region VII funds. Motion passed. (4:00)

**Motion** – It was moved (Andersen) and seconded (Newman) that the **Idaho RV Campgrounds Association** receive \$ 6,000 from Region VII funds. Motion passed. (4:15)

**Motion** – It was moved (Andersen) and seconded (Code) that the **Idaho Ski Areas Association** receive \$10,000 from Region VII funds. Motion passed. (4:30)

Total awarded for Region VII: \$309,718.00

**Courtney Ferguson, Region VI Grants**

**Region VI:** Audio File "ITC Aug 2011 (14) Region 6 Grant Awards C Ferguson"

**Motion** – It was moved (Ferguson) and seconded (May) that the **Snake River Territory Convention and Visitors Bureau** receive \$142,470. Motion passed. (0:00)

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Element	Project	Amount Awarded
1	Audit	\$2,000.00
2	Admin/Fulfillment	\$12,770.00
3	Collateral Materials	\$10,000.00
4	Attractions/Major Events	\$42,000.00
5	Internet	\$5,000.00
6	Travel Shows/Professional Development	\$7,000.00
7	Advertising	\$63,700.00
Total Amount Awarded		\$142,470.00

**Motion** – It was moved (Ferguson) and seconded (Code) that the **Teton Valley Chamber of Commerce** receive \$69,740. Motion passed. (1:00)

Element	Project	Amount Awarded
1	Audit	\$0.00
2	Admin/Fulfillment	\$6,340.00
3	Trade Show Participation	\$4,000.00
4	Fams for Media and PR	\$10,000.00
5	Collateral	\$900.00
6	Brand Development and Promotion	\$15,000.00
7	Advertising Existing Events and Attractions	\$19,000.00
8	Central Reservations	\$5,000.00
9	Website Maintenance and Social Media	\$3,000.00
10	E-Mail List Development and Marketing Campaign	\$1,000.00
11	Greater Yellowstone Region Geotourism Center and Yellowstone Grand Teton Loop Road	\$5,500.00
Total Amount Awarded		\$69,740.00

**Stipulations:** \$5,500.00 used to reprint National Geographic map (Greater Yellowstone Geotourism map).

**Motion** – It was moved (Code) and seconded (Jaeger) that the **Yellowstone Teton Territory** receive \$154,400 from Region VI funds. Motion passed. (3:00)  
Ferguson disclosed that he has a vested interest in Yellowstone Bear World.  
Ferguson will make recommendation only. Ferguson abstained from voting.

Element	Project	Amount Awarded
1	Audit	\$2,000.00
2	Admin/Fulfillment	\$13,854.00
3	Advertising	\$56,546.00
4	Website - Regional	\$20,000.00
5	Travel Shows	\$23,000.00
6	Collateral	\$10,000.00

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7	Rexburg	\$21,000.00
8	Island Park/Ashton	\$5,000.00
9	Ririe Chamber of Commerce	\$3,000.00
Total Amount Awarded		\$154,400.00

**Motion** – It was moved (Ferguson) and seconded (May) that the **Idaho Bed and Breakfast Association** receive \$2,100 from Region VI funds. Motion passed. (4:45)

**Motion** – It was moved (Ferguson) and seconded (Code) that the **Idaho Outfitters and Guides Association** receive \$4,200 from Region VI funds. Motion passed. (5:15)

**Motion** – It was moved (Ferguson) and seconded (Newman) that the **Idaho RV Campgrounds Association** receive \$10,500 from Region VI funds. Motion passed. (5:30)

**Motion** – It was moved (Ferguson) and seconded (May) that the **Idaho Ski Areas Association 2011** receive \$7,350 from Region VI funds. Motion passed. (5:45)

Total awarded to Region VI: \$390,760.00

**Frances Conklin, Multi-Region Grants**

**Multi Region:** Audio File "ITC Aug 2011 (15) Grant Summary and Closing Comments"

Code confirmed the following totals for the Multiregional grants. Andersen moved and Jaeger seconded the Idaho Travel Council approve the multiregional grants and that those organizations work with Tourism staff to define funding in established elements. Motion passed. (0:00)

**Idaho Bed and Breakfast Association** receive \$14,700.00 from the Multi-Region funds.

**Idaho Outfitters and Guides Association** receive \$50,528.00 from the Multi-Region funds.

**Idaho RV Campgrounds Association** receive \$63,075.00 from the Multi-Region funds.

**Idaho Ski Areas Association** receive \$39,393.00 from the Multi-Region funds.

Total Dollars Awarded: \$2,977,778.00

**Other Business** Frances Conklin, ITC Chair (2:00)

**Next meetings**

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Tuesday and Wednesday, Oct 11 and 12 in Crouch & Garden Valley. It will start in the late afternoon on Tuesday, October 11 with a full day on Wednesday, October 12. The Council will depart Wednesday after the meeting.

Potential agenda topics include online reservation services, public relations, and the work plan (1 hour).

Thursday and Friday, January 12 and 13 in Boise. The joint meeting is on Fri with E.A.C. and the Technology Council. (4:00)

March meeting will be in Sun Valley or Teton Valley. Andersen will check meeting room availability (listen to audio 9:15 min)

The May meeting is in Coeur d'Alene starting Tuesday 7 May in the evening and grant presentations Wednesday 8 May. ICORT begins Wednesday 8 May in the evening.

The August meeting Teton Springs or Sun Valley, Ferguson will check schedule.

**Motion**. It was moved (May) and seconded (Code) that ITC meeting adjourn.  
Motion passed.