

<p><u>Council Members Present</u> J.J. Jaeger, Region I Frances Conklin, Region II John May, Region III Diane Newman, Region IV Bill Code, Region V Dick Anderson, Region VII Paul Norton, Member At-Large</p>	<p><u>Council Members Absent/Excused</u></p> <p><u>Commerce Staff Members</u> Karen Ballard, Tourism Administrator ReNea Nelson, Tourism Nancy Richardson, Tourism</p>
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<p><u>Guests Present</u> Bill Drake, Drake Cooper Josh Mercaldo, Drake Cooper Janice Brown, Yellowstone Business Partnership Tim O'Donoghue, Jackson Hole Chamber Lyn Christian, Driggs Urban Renewal Susie Barnett Bushong, Teton Springs</p>	<p><u>Guests Present - Continued</u> Shannon Brooks-Hamby, TVMA Jeff Naylor, Teton Springs Resort Erica Rice, Teton Valley Chamber Brian Williams, PBnJ Media Megan Allen, City Pass Dan Powers, Mayor of Driggs Ian Maleypeai, Natural Retreats</p>
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Thu 2 Aug 2012

Presentation handouts are available at <http://commerce.idaho.gov/business/idaho-travel-council.aspx>. Presentation audios are available through Laurie Zuckerman. Comments on the presentations are listed below.

Pre Meeting Teton Valley Promotional Video - Shannon Brook-Hamby, Teton Valley Marketing Association

Welcome and Introductions, Frances Conklin, ITC Chair.

Meeting called to order by Chair Frances Conklin.

Members introduced themselves and shared a fact about their region.

Approval of Minutes - John May motioned and Bill Code seconded to approve May 2012 Minutes. Motion passed with Ruth May & Christine McNall needing to be added to minutes.

Welcome to Area - Jeff Naylor, Teton Springs General Manager, and Erica Rice, Teton Valley Chamber of Commerce Chair.

Budget Review - Karen Ballard, Tourism Administrator, Audio File "ITC Aug 2012 (1) Budget Review, Grant Handbook Streamlined"

May requested clarification on legal fees. Ballard explained that this is a rolling fee based on three years of activity, and she has not been notified regarding this year's fee. (1:00)

Ballard began explaining items in the budget line by line. (2:00)

Ballard requested advice for FY 13 projected budget and estimated growth. Discussion ensued. Ballard parked 3% of budget in contingency, and suggested that Council wait to see July's numbers then revisit in October. (9:30)

Drake asked council member about their Average Daily Revenue (ADR). Regions 3, 4, and 6 are up. Region 1 hasn't seen huge growth. Region 5 occupancy has decreased though ADR is up. Higher end properties have not seen growth in Region 7. (14:30)

May requested document comparing and contrasting line items last year, this year, and current proposal. Ballard has this as an Excel document and will send to May. (29:00)

Ballard continued with budget, line item review. Ballard noted May's request to continue to work with Director Sayer and foreign office support. (44:00)

Karen answered questions about tourism budget. May requested Ballard discuss foreign office support and visitor centers with Director Sayer. Ballard also discussed map reprints. (44:30)

Ballard will share electronic copy of the Strategic Plan. (47:00)

Nelson received approval from Fiscal to adjust guidelines, requiring less back-up documentation for reimbursement requests. This will assist in additional efforts to streamline submissions to an electronic process. Several members praised Nelson for her previous and current work. (48:15)

Discussion ensued about Tax Commission fee. May noted that fees have gone down. Ballard has offered to meet with them to get a signed MOU. Melonie Bartolome is pursuing this issue. Director Sayer is comfortable with grass roots movement to pursue collections on homes that are rented by owners. (53:00)

Because proposed budget is a draft, no motion was necessary.

Main Street - Nancy Richardson, International Tourism Marketing Specialist, Audio File "ITC Aug 2012 (2) Main Street"

Richardson briefed the council on Main Street. Pocatello, Lewiston, and Nampa are leaders in the program. In June Director Sayer decided that Commerce would establish a Main Street Program and assigned Gloria Mabbutt to lead the program. (00:00)

The four pillars to the program include the establishment of committees at the local level:

1. Organization: need strong volunteer base
2. Design: professional interest and background within the community
3. Promotion: people who create events that bring the public into the downtown corridor
4. Economic Development (02:30)

Richardson noted the many and wonderful partners as well as explaining the fees. (4:00) For every dollar investing into Main Street, it leverages eighteen (\$18) in new investments. (5:00)

Kathy La Plante will be coming to Idaho in October after the National Trust meeting in Spokane. There is an official field trip in northern Idaho, and Sandpoint is hosting an unofficial familiarization trip for participants. (5:30)

Richardson elaborated that Driggs and Victor are interested in Main Street. (8:00) At Ballard's and May's requests, Richardson explained that a state program must be in place for local communities to be able to get Main Street grants and the three levels of involvement. (9:30)

In response to Andersen's inquiry, Richardson answered that the Main Street contract has been written and being reviewed by the national association. At Conklin's request, Richardson explained Main Street's funding. (12:30)

Drake Cooper Agency Updates, Bill Drake and Josh Mercaldo, Audio file "ITC Aug 2012 (3) Drake Cooper"

2013 Travel Guide

Drake and Mercaldo explained that the Travel Guide will be consolidated, removing 16 pages. (0:00:00) Drake Cooper is continuing to work with Affinity Amp for mobile and tablet versions, and they are offering an instant flipbook version. Drake highlighted production specifications. (0:08:00) Drake reviewed the budget and compared it to previous years. (0:09:30)

Ballard added that Director Sayer will be embracing Tourism's brand for Commerce Department brand; furthermore, grantees are welcome to use this as well. (0:18:00)

Research

Drake proposed that Idaho Tourism continue to partner with Idaho Labor and EMSI as well as using research from Longwoods International, Madden Media, and niche research. (0:25:00). Ballard added that she will be sending Council regional breakdowns of hotel industry employment and projections. (0:26:00)

Mercaldo will send Council members link to new, free Google tool. He explained other research tools including US Travel Association www.poweroftravel.org. (0:29:00)

Winter Program

Drake and Mercaldo covered winter campaign details including Vitamin ID goals (0:30:00) and site/sweeps (0:33:00). They showed pictures of the Seattle and Portland ski shows. (0:38:45)

Mercaldo outlined winter media, PR and social media plans. (0:43:00) In response to May's question, Drake described partnership between Idaho Ski Area Association and Idaho Tourism as well as the short and long term benefits. May praised the joint effort. Discussion regarding flights to Idaho Falls ensued.

Mercaldo listed sweepstake participants, thanked participating council members, and showed ad samples. (0:50:00)

Mercaldo then described the snowmobile co-op program. He confirmed that Idaho snowmobiling has increased. Drake pointed out that snowmobiling is good for communities that do not have ski resorts. Ballard mentioned other places to find snowmobile statistics. (0:54:30)

Agency Updates

Mercaldo listed upcoming activities including ESTO (Education Seminar for Tourism Organizations), annual planning, Idaho Golf Trail, October ITC, January ITC, and Scenic Byways videos. (1:03:00)

Ferguson would like to see additional marketing focused on Salt Lake market. Ballard added that visitors from Utah are hitting Idaho wine and culinary market. Drake and Ballard stated that it is not an expensive market and aligns with Idaho focus. (1:10:00)

Mercaldo gave council members a recent blog post from John Drake, *The Emotion of Travel*. Ballard identified inquiries she has received about our campaigns and “Idaho: the Little Engine that Could”. Discussion ensued contrasting Idaho’s tourism budget with other states. Ballard referenced Longwoods study showing economic results to Colorado when tourism program was cut and when Michigan’s program was increased. (1:14:00)

Ideas were given for discussing funding with the legislature and television advertising outside of the state. (1:19:00)

Discussion ensued about repurposing winners from sweepstakes winner. Ideas were floated about surveying winners and soliciting comments regarding their visit to be used in our social media outlets and resources. Jeff Naylor stated that when VisitIdaho.org posted Teton Springs parks pass, their Facebook views “went through the roof”. (1:25:00)

Grant Program Eligibility and Cash Match - ReNea Nelson, Grant Administrator, Audio file “ITC Aug 2012 (4) Grant Program Eligibility Review”

Nelson began by announcing that the Voluntourism Twitter account has reached over 1700 followers. She reminded council members to send Voluntourism information to her to tweet and post. Of her more than 1,700 followers, many are international. (0:00)

Nelson praised Tina Caviness for her work with the ad approval process. (1:30)

Nelson led discussion on timeframe for submission of required Non-Profit documentation. Is council comfortable keeping fourth Monday in July as deadline. (2:00) May felt it is a key and fair time frame and recommends deadline stays. (4:00) Jaeger, Code, and Conklin agreed.

At Jaeger’s request, Nelson reviewed grant deadlines:

- April 25, Pre-submission
- June 4, Formal Application (2012 or first Monday in June)
- 4th Monday of July, New Applicants’ paperwork including proof of eligibility (7:30)

Ballard explained the one exception is newly formed, legitimate entities that are waiting for IRS documentation. They cannot be reimbursed for expenses until IRS documentation has been approved. (8:30) May understands exception for IRS documentation for April 25 deadline but made case for fourth Monday of July being final deadline for all documentation including IRS. (9:30) Discussion ensued.

Motion - It was moved (Code) and seconded (Norton) to make the fourth Monday in July as the cut-off date required for submission of all grantee paperwork including proof of eligibility. Motion passed. (12:00)

Nelson invited discussion on enhancement to section 12.4 on cash match. (13:00)

Direct expenses for tourism related projects which enhance and promote grantee marketing plans and promotions can, with proper documentation, be used as cash

match. Tourism related projects such as visitor guides, websites, etc. that have become self sustaining may be used as cash match. (ITC-13-Oct.-2010) **Add verbiage: Cash match for independent projects that align with the grantee's scope of work and have a call to action to the grantee's destination marketing organization (DMO) partner will be allowed. Private sector, as well as non-profit attractions should still include the grantee's call to action if they wish to provide advertising as cash match. See Co-Op partner advertising section below. (ITC-02-Aug-2012)**

Code gave background on reasons for enhancement which includes encouraging grantees working together. May supports this clarification. Nelson is now using Ballard's idea of asking grantees to put their concerns into writing. (15:45)

Motion - It was moved (May) and seconded (Code) to approve amended language for section 12.4 on cash match. Motion passed. (19:30)

Nelson updated council on McCall CC and Valley County CVB-Kelly's Whitewater Park situation. As a result of Ballard's phone call to Kelly's Whitewater Park, the two entities are now working together. Tourism has approved two advertisements and dollars should be spent by December 31. No formal extension is necessary. May commented on what a unique attraction Kelly's Whitewater Park is for Idaho. (20:00)

The ITC Memo is approved as is. (24:30)

Nelson asked council for their preferred format for the Council Choice Awards. The council preference is to receive information on all regions as opposed to just their own regions. (25:00)

Conklin asked council members if any had questions on grant processes. May pointed out that process is now running smoothly. (27:00)

Yellowstone Teton Territory Digital Marketing, Brian Williams, PBnJ Media President. No audio available.

Williams introduced himself and his company PBnJ from Rexburg. He explained Yellowstone Teton Territory's grant application as it relates to their digital status. YTT plans to re-deploy their contact database of 75,000 contacts after scrubbing the leads and re-affirming continued interest in contact from YTT to comply with CAN-SPAM.

Greater Yellowstone Geotourism Stewardship Council Update, Tim O'Donoghue, Executive Director, Jackson Hole Chamber of Commerce, Audio file "ITC Aug 2012 (5) Greater Yellowstone Geotourism with Tim O'Donoghue"

O'Donoghue is the Coordinator to the Greater Yellowstone Geotourism Project, Chair of the National Geotourism Council, and the outgoing Director of the Jackson Hole Chamber of Commerce. (0:00)

O'Donoghue explained that geotourism is sustainable tourism and referred to the United Nations document on geotourism. It is a specific implementation of sustainable tourism and started from National Geographic as a partner. He detailed the history. (1:00)

O'Donoghue outlined statistics and characteristics of *Geotravelers* (5:00) and the chronology of the Greater Yellowstone Geotourism project (7:15). He pointed out the project's impacts. (10:15)

In response to Conklin's inquiry, O'Donoghue explained content in Geotourism MOUs. (12:15) He then described the National Geotourism Council's work and partnerships. (14:00)

O'Donoghue will email latest, updated map to Mercaldo for tourism website. (20:45) He also explained that they promote local, authentic cuisine. (21:45)

Greater Yellowstone Geotourism, Janice Brown, Executive Director, Yellowstone Business Partnership, Audio file "ITC Aug 2012 (6) Greater Yellowstone Geotourism with Janice Brown"

Janice Brown presented on Yellowstone Business Partnership (YBP) and its focus on sustainability. Since 2003 YPB has been creating programs and forming partnerships to enhance the economy, environment and social well-being of this unique region. They are not active in the policy or legislative arenas. Brown elaborated on YBP's three prong approach: identify/research complex challenges; engage leaders, and support leaders. She described the business challenges due to seasonality of the area's businesses. (0:00)

Brown listed and described YBP's programs. She focused on sustainable programs and tourism. (4:30) Half of the graduates of their two year *UnCommon Sense* program are in the tourism industry. (8:00)

Brown described YBP's \$23,000 training grant from Montana Rural Development to promote STEP certification (Sustainable Travel Education Program). (10:00)

YBP now working on five geotourism marketing and sustainable outdoor recreation programs including: GYGSC, Top 10 Scenic Drives, Geotourism Marketing Grant, Geotourism Co-op Study, and Multi-State Fishing License. (12:30)

Brown described work currently being done on *Top 10 Scenic Drives*. She mentioned that NSB, National Scenic Byway program is being defunded. (14:00)

She next outlined how YBP, Crown of the Continent Geotourism, Top 10 Scenic Drives, Linx, and all three states will work with Idaho Rural Development for grants and to market the area. (18:00) YBP will also explore a co-op geotourism business model to attract year-round employment that will develop the area (Bill Berg www.coolworks.com). (20:30)

Virgil Moore and Brown are working with a task force to develop multi-state recreational licensing and permitting. (23:30)

Linx Mobility Transit, Janice Brown, Yellowstone Business Partnership, Audio file "ITC Aug 2012 (7) Linx Pilot Demonstration"

Linx Transit is a tri-state project designed to bridge the gap of lack of public transportation to and from Yellowstone gateway cities. Brown described ten year history to meet transportation for medical, social service, and tourist needs. (0:00)

Several years ago, YBP began to study transportation needs and options for funding. YBP's idea is to build a co-op based on public (user) and private (business) needs. As far as Brown knows, there are no other transportation co-ops. She listed area's transportation needs and. (3:00)

Brown emphasized this is mobility management cooperative and outlined how the model works. Linx Coop includes destination investors, park concessioners, private transport companies, bus companies both transit and inner city such as taxi companies, business leaders, social service investors, hospitals, charter flights and "fly-share". (8:00)

Linx is democratic governance. Brown listed officers and management. Flying Horse Communication recommended a 3-year marketing strategy focused on the national parks building rider awareness of the entire region; they told Brown Linx would need \$2.5 million to launch. (16:30)

While showing pictures of the Linx site and ticketing system, Brown told ITC that although they are not spending on marketing, they have customers from around the world. (20:00)

Brown chronicled the Linx story starting in 2011 when the National Park Service invited them to submit a transportation co-op proposal. She described how they dealt with the many obstacles and challenges. (22:30)

In 2012, they reduced routes. 80% of ridership is park employees, and ridership is up 74%. (26:30) Brown listed 2013 goals and needs. (28:00) She briefly touched on the \$1.5M HUD grant and the Multi-modal Assessment and Development Plan. (31:00)

Future goals include raising two million in new member investments, increased online ticketing, hiring a general manager, increasing rider campaign, and use of pre-paid smart cards. Brown would like Council to help others to invest in this idea. They are getting calls from around country inquiring about the model. (32:00)

Ballard offered to include LINX information in the 2013 travel guide. (34:00)

In response to Conklin's question, Brown explained other reasons people use linx. These include casual travelers who are discovering Linx: off duty park employees, international travelers, travelers without a car. (35:30)

In response to Code's question, Brown explained that Linx can not compete with park interpretive tours. There is potential to transport hikers to backcountry trail heads. (36:30)

International Tourism Program, Nancy Richardson, International Tourism Marketing Specialist, Audio file "ITC Aug 2012 (8) International Tourism Program"

Richardson explained that RMI, Rocky Mountain International, is consortium of states, Idaho, Montana, South Dakota, and Wyoming which coordinate international tourism marketing to UK, German countries, France, Benelux countries, and Italy. They are establishing markets in

the Scandinavian countries, Australia, and New Zealand. It is the oldest continuous consortium of its kind. (0:00)

Richardson focused on RMI Roundup which will be in Boise, Idaho, at the Red Lion in 2013. It is a marketplace where they meet with 40 international marketers in ten minute sessions with downtime for networking. (1:30)

Richardson emphasized importance of regional and local organizations to collaborate with each other to pool funds in order to create a strong bid. (3:00)

Pocatello came close to hosting but lacked flights for international travelers; they could work with Salt Lake to solve this. One of the reasons the Pioneer - Pocatello bid was so strong is because they attend Round-up every year and understand this market place. Richardson strongly encourages each region to send representatives to Roundup. (5:30)

In response to Andersen's question, Richardson explained how the Buffalo, WY, community worked together to create the strongest bid even though they did not have an airport. They addressed how they would transport participants from gateway cities like Salt Lake or Boise. (7:00)

In answer to Conklin's question, Richardson explained that Lewiston did not have the best bid due to financial support from community. Nelson echoed Richardson's comments and need for communities to understand this happens every four years. (9:45)

Andersen wondered about room rates and needs. Richardson explained the information that had been given to hotels and communities, namely, that to win a Round-Up bid, the community needs a combination of room rates, meeting space, eating space, and a Fam Trip. Ballard emphasized that hoteliers need to participate. Richardson added that the community can help to pay for some room costs to bring down room costs. (12:00)

Richardson passed out RMI's annual report and discussed the trip report summary, page 9, which is the amount of product offered in print in the countries that RMI serves. Idaho is up 3% overall from the previous year. Idaho has the most potential for growth. Idaho was up 31% in 2010, and Richardson expects Idaho will be up more next year. (19:00)

Ballard stated that with ITC budget improving there is opportunity for ITC members to attend International Travel Market (ITB). Ballard highly recommended ITC members go to POW WOW as well. Richardson emphasized need to plan far in advance for these events and have rates ready to market Idaho products. (23:00)

Richardson explained Brand USA program. Dollars are collected from the ESTA fee to promote international travel to the US. Richard passed out Brand USA marketing examples. Ballard added that it can be used for Canadian market and added to Travel Guide. (25:30)

City Pass, Megan Allen, Executive Vice President, Audio File "ITC Aug 2012 (5:14) City Pass"

Megan gave an overview of City Pass, an international company based in Victor. It was founded by Mike Gallagher and Mike Morey in 1997. They bundle prepaid admission to each city's top attractions into ticket booklets whose cost is up to half price off regular attendance. They represent product in eleven cities: Seattle, New York, Atlanta,

Philadelphia, San Francisco, Boston, Toronto, Chicago, Southern California, Hollywood, Atlanta, Houston. They have sold 9 million passes today with 90% approval rate. (0:00)

Allen showed video. They grow 18% per year. Currently they have 37 employees, most in Teton Valley. One of the greatest reasons they are successful is the key talent they are able to recruit. (3:30)

They have three primary sales channels: online, on-site at the attractions, and third party vendors. (5:30)

Last year 6.3 million travelers came to their site, and they sold over 400,000 passes. Over 70% of their customers are international. Average length of stay is 6.2 nights (6:30)

They are very excited about Brand USA; one of their co-CEOs is second vice chair of US Travel. They are also co-branding with Expedia to help unlock the funds. Richardson added that at trade shows, the different US states stay together under Brand USA. (8:30)

Due to technical difficulties, Allen was unable to show the Brand USA video. (13:00)

In response to an audience question, Allen stated that they only provide transportation in San Francisco pass. They need to sell a certain number of passes to make the city profitable. They are attempting to streamline the process so that they can include smaller cities. (15:00)

<http://www.youtube.com/watch?v=WWUA1CXiku8>

http://www.youtube.com/watch?v=l_nLmd7JnGs

Open Grant Discussion, Frances Conklin, ITC Chair, Audio File "ITC Aug 2012 (10) Open Grant Discussion and Closing Topics"

Conklin discussed importance of supporting the multi-regional grants. She would also like to have multi-regional grants be broken into overall elements for each region. (0:00)

Nelson requested that the council email her any stipulations they have regarding grant awards so that she can include them in the contracts and meeting minutes. (5:00)

May requested current system be more accessible to Mac platform. Council understands this is dependent on the State of Idaho. (8:00)

Ballard requested that council members send her any comments regarding their awards for a memo to be shared with Director Sayer. (10:00)

Closing Topics, Frances Conklin, ITC Chair, Audio File "ITC Aug 2012 (10) Open Grant Discussion and Closing Topics"

Conklin requested names of individuals Governor might consider for open Board positions in regions II and III. May told board that Jim Manion has expressed interest in serving on the ITC. Conklin advised that Ruth May is interested. Conklin added that the mayor of Riggins thought Bill Parks, NRS, would also be a good choice. (11:00)

The October meeting will be at Red Fish Lake Resort, traveling Monday 1 October, meeting all day Tuesday 2 October and half day Wednesday 3 October. We will be cabin sharing, couples

with couples, single females with single females, single males with single males. Ballard has invited the Sawtooth Society and Forest Service to speak. (14:00)

Council agreed that week of March 18 would be best for the Schweitzer meeting. (19:30)

January's meeting will be in Boise for the Joint Council Meeting, Jan 16-17.

Council discussed logistics for the evening's events followed by viewing videos on Teton Valley. (21:00)

Motion - It was moved (Andersen) and seconded (May) that the meeting adjourns for the day. Motion passed. (29:00)

Fri 3 Aug 2012

Opening Discussion

At Conklin's request, Ballard drew council attention to extra ICORT funds on the last page of the Financial Report; these can be a cushion for future years. (0:00)

Nelson requested council send her a copy of all stipulations. Ballard reminded Council members to state any vested interests and abstain from voting. (2:30)

Region I - JJ Jaeger, Audio File "ITC Aug 2012 (11) Grant Awards opening and Region I Awards". Grant element and stipulations are listed in *2012 Grant Awards by Element*. (4:30)

Motion - May moved and Code seconded to award Coeur d'Alene Chamber \$393,295. Motion passed. Jaeger abstained from voting. Motion passed. (4:30)

Motion - May moved and Newman seconded to award Sandpoint Chamber of Commerce \$111,137. Motion passed. (6:30)

Motion - Code moved and Ferguson seconded to award North Idaho Tourism Alliance \$75,530. Jaeger abstained from voting. Motion passed. (8:00)

Motion - Andersen moved and Newman seconded to award Post Falls Chamber of Commerce \$64,058. Jaeger abstained from voting. Motion passed. (9:45)

Motion - Jaeger moved and May seconded for Region I to award \$2,265 to Idaho Bed and Breakfast Association. Motion passed. (11:00)

Motion - Jaeger moved and May seconded for Region I to award \$5,325 to Idaho Outfitters and Guides Association. Motion passed. (11:45)

Motion - Jaeger moved and Code seconded for Region I to award \$6,670 to Idaho RV Campground Association. Motion passed. (12:20)

Motion - Jaeger moved and Newman seconded for Region I to award \$3,400 to Idaho Ski Area Association. Motion passed. (13:00)

Region II _ Frances Conklin, Audio File "ITC Aug 2012 (12) Region II Awards". Grant element and stipulations are listed in Grant Summary attachment.

Motion - Conklin moved and May seconded to award \$40,920 to the Hells Canyon Visitors Bureau. Motion passed. (0:00)

Motion - Conklin moved and Jaeger seconded to award \$13,145 to the Kamiah Chamber of Commerce. Motion passed. (1:00)

Motion - Conklin moved and May seconded to award \$35,043 to the Moscow Chamber of Commerce. Motion passed. (2:00)

Motion - May moved and Code seconded to award \$66,000 to North Central Idaho Travel Association. Motion passed. Conklin abstained from voting. (3:00)

Motion - Conklin moved and Jaeger seconded to award \$11,134 to Orofino Chamber of Commerce. Motion passed. (5:00)

Motion - Conklin moved and May seconded to award \$27,720 to Salmon River Chamber. Motion passed. (6:00)

Motion - Conklin moved and Jaeger seconded to award IBBA \$4,500. Motion passed. (7:00)

Motion - Conklin moved and Code seconded to award IOGA \$5,200. Motion passed. (7:20)

Motion - Conklin moved and Jaeger seconded to award IRVCA \$4,000. Motion passed. (7:40)

Motion - Conklin moved and Newman seconded to award ISAA \$750. Motion passed. (8:00)

The total awarded to Region II is \$208,412.

Region III - John May, Audio File "ITC Aug 2012 (13) Region III Awards". Grant element and stipulations are listed in Grant Summary attachment.

Motion - May moved and Jaeger seconded to award Cascade Chamber of Commerce \$33,000. Motion passed. (0:00)

Motion - May moved and Norton seconded not to award funds to the Golden Buckle Champions, Inc, as they were found to be ineligible to participate in the grant program. May is encouraging them to contact the Boise Convention and Visitors Bureau and SWITA. Although they have good opportunities to bring visitors to the state, they were unable to submit the appropriate documentation this year. Motion passed. (1:00)

Motion - May moved and Code seconded to award McCall Chamber of Commerce \$99,999. Motion passed. (2:40)

Motion - May moved and Code seconded not to award Meridian Chamber of Commerce funds as they were found to be ineligible to participate in the grant program. May has encouraged them to work with SWITA. He also encouraged them to make appropriate changes to their

bylaws so that they would be eligible in the future as they could benefit from ITC funds.
Motion passed. (4:20)

Motion - Code moved and Newman seconded to award SWITA \$240,917. Motion passed. May abstained from voting. (6:10)

Motion - Code moved and Jaeger seconded to award BVCB \$642,001. Motion passed. May abstained from voting. (10:00)

Motion - May moved and Andersen seconded to award IBBA \$6,000. Motion passed. (14:00)

Motion - May moved and Code seconded to award IOGA \$25,000. Motion passed. (14:30)

Motion - May moved and Newman seconded to award IRVCA \$30,000. Motion passed. (14:50)

Motion - May moved and Code seconded to award ISAA \$20,000. Motion passed. (15:10)

The total awarded to Region III is \$1,096,917.

Region IV - Diane Newman, Audio File "ITC Aug 2012 (14) Region IV Awards". Grant element and stipulations are listed in Grant Summary attachment.

Motion - Newman moved and Norton seconded to award Southern Idaho Tourism \$240,343. Motion passed. (0:00)

Motion - Newman moved and Jaeger seconded to award IBBA \$1,000. Motion passed. (2:15)

Motion - Newman moved and May seconded to award IOGA \$1,000. Motion passed. (2:45)

Motion - Newman moved and Code seconded to award IRVCA \$8,523. Motion passed. (3:10)

Motion - Newman moved and Code seconded to award ISAA \$1,209. Motion passed. (3:40)

The total awarded to Region IV is \$252,075.

Region V - Bill Code, Audio File "ITC Aug 2012 (15) Region V Awards". Grant element and stipulations are listed in Grant Summary attachment.

Motion - Code moved and Norton seconded to award Bear Lake Valley Convention and Visitors Bureau \$31,900. Motion passed. (0:00)

Motion - Code moved and Ferguson seconded to award Pioneer County Travel Council \$203,688. Motion passed. (1:10)

Motion - Code moved and Newman seconded to award IBBA \$2,000. Motion passed. ((2:28)

Motion - Code moved and Jaeger seconded to award IOGA \$2,000. Motion passed. (2:48)

Motion - Code moved and Newman seconded to award IRVCA \$6,000. Motion passed. (3:04)

Motion - Code moved and Newman seconded to award ISAA \$4,000. Motion passed. (3:28)

The total awarded to Region V is \$249,588.

Region VI - Courtney Ferguson, Audio File "ITC Aug 2012 (16) Grant Awards opening and Region I Awards". Grant element and stipulations are listed in Grant Summary attachment.

Motion - Ferguson moved and Norton seconded to award Snake River Territory Convention and Visitors Bureau \$148,274. Motion passed. (0:00)

Motion - Ferguson moved and Code seconded to award Teton Valley Chamber of Commerce \$72,600. Motion passed. (1:00)

Motion - May moved and Newman seconded to award Yellowstone Teton Territory \$161,610. Motion passed. Ferguson abstained from voting. (3:00)

Motion - Ferguson moved and Code seconded to award IBBA \$2,190. Motion passed. (4:45)

Motion - Ferguson moved and Newman seconded to award IOGA \$4,372. Motion passed. (5:00)

Motion - Ferguson moved and Code seconded to award IRVCA \$10,930. Motion passed. (5:20)

Motion - Ferguson moved and Newman seconded to award ISAA \$7,650. Motion passed. (5:40)

The total awarded to Region VI is \$407,626.

Region VII Dick Andersen, Audio File "ITC Aug 2012 (17) Grant Awards opening and Region 7 Awards". Grant element and stipulations are listed in Grant Summary attachment.

Motion - Andersen moved and May seconded to award Hailey Chamber of Commerce \$26,045. Motion passed. (0:00)

Motion - Andersen moved and Jaeger seconded to award Salmon Valley Chamber of Commerce \$23,100. Motion passed. (1:00)

Motion - Andersen moved and May seconded to award Stanley-Sawtooth Chamber of Commerce \$35,200. Motion passed. (1:30)

Andersen chose to not award funds to the Sun Valley Film Festival as they are partnering with the Hailey Chamber of Commerce, and funding will be awarded through the Hailey Chamber of Commerce grant. Andersen commended both organizations on their partnership. (2:40)

Motion - Andersen moved and Jaeger seconded to award Sun Valley Marketing Alliance \$215,600. Motion passed. (3:00)

Motion - Andersen moved and Jaeger seconded to award IBBA \$500. Motion passed. (6:40)

Motion - Andersen moved and Newman seconded to award IOGA \$10,000. Motion passed. (7::00)

Motion - Andersen moved and Code seconded to award IRVCA \$6,000. Motion passed. (7:15)

Motion - Andersen moved and Ferguson seconded to award ISAA \$11,000. Motion passed. (7:30)

The total awarded to Region VII is 327,445.

Totals and Closing, Audio File "ITC Aug 2012 (18) Totals and Closing". Grant elements, stipulations, and Multiregional Grants are listed in **2012 Grant Awards by Element**.

Nelson reported that Multi-Regions were awarded \$191,484. The total awarded was \$3,203,743. (0:00)

The October meeting will be at Red Fish Lake.

Ballard reported that Idaho was awarded five Scenic Byway grants including a grant to update signage at Idaho rest areas. This will incorporate the new Commerce brand unification color scheme. It is a \$100,000 project of which approximately only \$20,000 will need to come from ITC. It may also include QR codes that link to our video projects. Victor was awarded over \$350,000 for one of their visitor centers on a Scenic Byway. Buses to Byways, a Yellowstone Business, also received a Partnership Project grant. (2:45)

Ballard reported that July receipts which are from June were just under 3%. May suggested making an adjustment during the October meeting. (6:00)

May moved and Code seconded to adjourn the meeting. Motion passed.