

<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 Courtney Ferguson, Region VI 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 Laurie Zuckerman, Tourism Susie Davidson, Business Attraction Manager Mike Rotchford, Business Attraction</p>
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<p><u>Guests Present Mon 2 Oct</u> Bill Drake, Drake Cooper Josh Mercaldo, Drake Cooper Tom Stebbins, ISAA Bob Cooper, State of Idaho Dept of Insurance Sylvia Weiler, Sojern Vicki Jo Lawson, IRTI Nancy Merrill, Idaho Depart of Parks and Rec.</p>	<p><u>Guests Present - Continued</u> Jim Manion, AAA Dave Kulis, Schweitzer Mountain Resort Laura Smith, Three Rivers Resort John Stevens, Stevens- Williams PR & Marketing Tim Williams, Stevens- Williams PR & Marketing Maria Jacobson, Salesforce.com Jared Montague, Brundage Mtn</p>
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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 listed below.

Welcome and Introductions, JJ Jaeger, ITC Chair, Audio "ITC Jan 2013 (1) Welcome and Introductions"

Meeting called to order by Chair JJ Jaeger. Jaeger thanked Mays and ISAA for reception and dinner. (0:00)

Members introduced themselves. (0:30)

Approval of Minutes – Norton motioned and Newman seconded to approve the October 2012 Minutes. Motion passed. (1:30)

Administrator Update– Karen Ballard, Tourism Administrator, Audio File "ITC Jan 2013 (2) Administrator Update"

Budget

Ballard announced that December collections were up almost 8%, and November collections were up almost 13%. In general, sales tax collections are up which is indicative of economic recovery. (0:00)

ITC budget is based on 3% growth. If current growth continues, Ballard will ask council to find places to spend surplus at March meeting. She predicted that she would be asking for funds for fulfillment to cover the increased demand for travel guides. Ballard reported that all other areas are on target. (1:30)

Andersen asked for clarification on film program. Ballard will research and report back. (3:30)

May asked why Gateway Visitor spending is larger than budgeted. Ballard explained that last year's bill was late and was paid during this year's budget. (4:30)

May asked about winter marketing. Ballard and Mercaldo said that winter market spending is almost complete. (5:30)

Holiday Summary

Ballard asked council members to summarize their holiday stays. Andersen was up. Code was down due to construction. Newman reported double digit increase over last year. Norton is closed during winter. Jaeger went from 36,000 visitors last year to 50,000 visitors during this year's winter event. Ferguson was closed for holiday. Conklin reported that their two ski areas are closed. May reported strong Christmas season. (6:30)

Grant Program Updates. ReNea Nelson, Grant Program Coordinator, Audio file "ITC Jan 2013 (3) Welcome and Grant Program Updates"

Of the 28 2011 grants, twelve are closed. The rest have until Jan 20 to close except for those who will be audited. All are on track, and there are no requests for extensions. (0:00)

Three fourths have turned in narrative reports. Nelson would like to see those with extensions get caught-up so that they are not perpetually extending their grants. (1:40)

The Grant Summit will be held on 30 Jan 2013 and will focus on social media. Thirty participants are registered; a total of 50 will be attending which includes presenters. Mercaldo will have coops on website. Nelson is excited about Idaho's Grant Program being used as a model for other states. (2:30)

May asked if an ITC representative would be present. Nelson said "no" but members are welcome to attend. May would like to encourage Region III representative to come for part of the day. Nelson added that grantees enjoyed having May and Sayer at Grant because it validated the program. (5:30)

The ABA Conference, American Bus Association, went well; Nelson had 21 appointments. There were representatives present from Pioneer Country Travel Council, Snake River Territory CVB, SWITA, and Wallace (4:30)

Nelson presented NITA's proposed Guideline changes. She referred to her previous email. Nelson outlined each change NITA requested and the resulting grant handbook changes that would need to be made. NITA's first request read, "Make an exception for ads that are ¼ page or smaller eliminating the requirement for the umbrella organization's call to action to be present. This means that the grantee's call to action be eliminated and only partner's logo be present." (10:15)

Jaeger explained NITAs point of view that there is too much information in one advertisement and that NITA's call to action doesn't point people directly to the partner's website. Nelson explained that there is no requirement for three calls to action, only ITC and regional organization. Jaeger clarified that NITA wants to swap their regional logo with the partner's logo. (12:30)

Code pointed out that a partner in Region V wanted to break away from regional organization in order to show their logo as opposed to the regional logo. Nelson reminded all about how match works and that ITC has worked to drive visitors to regional websites. (16:00)

May cautioned that this is moving backward. Furthermore, the Tourism Division does not have enough staff to define what a ¼ page ad is. (18:30)

Andersen suggested defining a specific size. Nelson called on Mercaldo to explain the difficulties judging. He did and added that the main point is to focus on grantee's location and making a sale. Caviness explained that it is easier using ¼ or ½ page as opposed to specific size. (20:00)

Norton understood that the whole message is a call to come to that specific area, and he does not care if the regional organization swaps their logo with their partner's logo. Nelson countered; if regional website is robust and working correctly, there is no problem going to the regional site first then the specific place. Conklin clarified that the discussion is whether the consumer clicks once to a specific place or twice, region then place. She wants to make it easy for the consumer. (23:30)

Nelson reminded the council that nine guidelines would again be reversed as a result of this one change. She is concerned about confusing grantees and being inconsistent. (27:30)

Ferguson chronicled how different organizations in his region have worked to join forces into one grant. If a smaller organization received its own grant, it would receive 100% reimbursement for an advertisement.

Ballard reminded Ferguson that the partners in his region came to these rules so that private entities which could not be included in the grant funds would be able to be included with advertising. Ballard added that if a regional organization wants to give up their advertising space that should be their choice. (29:00)

Norton would not limit changes to ¼ page but open to everything.

Regarding cash match for independent projects, Nelson asked if Council will no longer require cash match for the partners if it is a straight partner call to action. Conklin wants partners to have cash match. Others agreed. May understands that program will always be changing and suggested the council decide whether or not they ask for both calls-to-action on all ads. He preferred to leave size issue out of the decision. (32:00)

Ballard clarified. ITC reimburses 87.5% and does not ask how the grantee finds the other 12.5%. If NITA chooses to pay the 12.5% out of St. Maries' dues (and cover 100% of St. Maries' costs), that is fine with Tourism. If NITA chooses to reimburse St. Maries 87.5% (and ask St. Maries to pay 12.5%), that is fine with Tourism. (35:30)

Jaeger gave an example. If St. Maries runs an ad, NITA would be reimbursed 87.5%. If NITA runs an ad, NITA would be reimbursed 100%. Ballard added that NITA would still need to find 12.5% match. (36:30)

May clarified that St. Maries is focusing on reimbursement for one ad; whereas, the council and staff are talking about reimbursement for the whole element. St. Maries could get their own

grant to put their logo on it; however, they would still need to get the community behind them for 12.5% match. (40:00)

Nelson elaborated that if a grantee runs an ad with **their** logo only, they are reimbursed 100% (and they produce 12.5% match elsewhere in the element). If their ad includes another logo, they are reimbursed 87.5% (and their partner must find 12.5% match). Ballard and May pointed to benefits of the 12.5%. (42:00)

Motion: Code motioned and Andersen seconded: To allow regional organizations to defer their logo for the otherwise grant eligible, nonprofit organization logo at the regional organization's discretion with no size limitation. All other guidelines reflected by this motion will be changed. Motion carried. (49:00)

Nelson read NITA's second revision request. "Make an exception for all radio ads, requiring only the ITC audio statement and the umbrella organization's member call to action to be included as long as the primary grantee's logo (and the ITC logo) are on the member's home page." (52:00)

Motion: Code moved and Andersen seconded to have previous motion include all advertisements on radio, web, etc. Anderson seconded. All approved. (53:00)

Nelson read NITA's third revision request. "Reinstate the sub-grantee status or at least the reimbursement of grant-funded projects as it was prior to the guideline change. Discussion ensued.

Council decided to not move on this issue, although May and Code would like Nelson to explain the council's position to NITA as well as at the Grant Summit. (54:00)

Nelson introduced Bob Cooper. Nelson's commendation is included with ITC meeting handouts. (1:00:00)

Cooper presented how Council Choice Awards now work. (1:03:30)

Drake Cooper Agency Updates, Bill Drake and Josh Mercaldo, Audio file "ITC Jan 2013 (4) Drake Cooper"

After new attendees introduced themselves, Drake introduced presentation. (0:00)

Winter Marketing Overview Part I

Mercaldo elaborated on each of the presentation slides. (4:00)

Drake reminded Council that Vitamin ID won Mercury Award for best all-around campaign. Mercaldo showed pictures of Seattle activities. (10:30)

Conklin asked about Vitamin ID T-shirts. Tom Stebbins said ISAA is using that brand on clothing, and it can be purchased via Ski Idaho. Ballard explained Tourism wants to retail these but does not have the bandwidth to sell. She prefers to help others sell. (16:00)

Mercaldo continued focusing on 13-14 winter slides. (18:00)

May asked Mercaldo which organizations dropped their partnership with Snowmobile Co-op. Mercaldo answered that Stanley Sawtooth and Bear Lake dropped. Drake encouraged council to push this program in order to bring visitors to Idaho. (22:00)

Mercaldo continued with Active Projects slide. (23:00)

Ballard announced Scenic Byways changes. ITD would like IRTI to manage Scenic Byways with Tourism taking the lead for marketing. ITD would remain responsible for signage and grant management. (25:00)

Drake elaborated on Travel Guide Highlights. (27:00) Drake highlighted the money saved due to Owens' excellent job proofing the guide. Owens pointed to other changes and improvements. (31:00)

May (34:00) noted that half of the advertisers have dropped. He wonders if the Travel Guide will be a viable project if it continues to lose advertisers. Drake responded that it is good opportunity for partners and that consumers do use it. Key advertisers continue to see this as viable use of funds although smaller advertisers are dropping. May would like this address at Grant Summit. Discussion continued. (34:00)

Owens brought up previous idea of moving to sizzle piece without lodging listing; however, we are funded by 2% and numbers indicate Travel Guide is being used. May agreed. Ballard echoed that it is repurposed and, therefore, is excellent use of Drake Cooper and staff efforts. (41:30)

Drake continued with FY13 Prime Season Media Plan. (43:30) Mercaldo elaborated with Creative Overview slide. (46:00) Drake explained the marketing triangle and target strategy. (50:00)

Mercaldo answered Ballard's question that Microsoft is not on list due to cost and low performance. (1:02:00)

May asked how Drake Cooper judges response from an ad like Pandora. Drake said the click through rate was very good (3.5%), although it is hard to show conversion rate. Diane Norton told success story about hearing Visit Idaho ad on Pandora during exercise session. May confirmed that this is working well. Ballard asked the Agency to include "Pandora" as reason people navigate to VisitIdaho. (1:04:00)

Mercaldo continued with National Print slide (1:11:00)

Ballard pointed out that the budget for Canada is \$50,000, not \$100,000. However, if the council would like to use extra funding toward Canada, if collections stay high, they could do that. Mercaldo said they will only spend \$50,000 and wait to see if collections come in before spending it. May asked when DC would need to know if the contingency dollars would be available. Mercaldo said prior to May, June, July for insertions. Ballard will come to March meeting with figures to let DC know if they can spend \$50,000 or \$100,000. Norton is glad to see that there is a plan to spend if the money is available. (1:18:00)

Motion: May moved and Conklin seconded that council revisit whether or not to budget \$50K or \$100k to Canada market at March meeting when collection figures confirm that there will/will not be contingency dollars available to fund at \$100K. Motion carried.

Sojern, Using Data to Covert Lookers into Bookers, Sylvia Weiler, General Manger, Audio file "ITC Jan 2013 (5) Sojern with Sylvia Weiler"

Weiler introduced herself and her "travel demographics". She showed how data about her could be gathered and tracked to target prime markets. Sojern helps to target the right audience at the right time in the right way. (0:00)

Weiler showed examples of first party re-marketing and how types of data about a person can be gathered. These can be built into a "DNA" type profile. (6:00) Sojern implements data-driven marketing. Capture→Curate→Activate (10:00)

Weiler explained that a traveler's *DNA* includes real time display, real time video, Facebook exchange, on site, boarding pass, and trigger email. (slide 7, 12:00) She described Sojern product suites. (Slide 8, 15:30)

Sojern's Tourism Connect reaches Travelers via Sojern Media Platform. (19:00) Weiler explained how online boarding pass can reach travelers and target their individual interests. (23:00)

She described methods that Sojern would use to target individuals and bring them to Idaho. (25:00)

Winter PR Campaign, Part II, John Stevens and Tim Williams, Stevens-Williams PR & Marketing, Audio file "ITC Jan 2013 (6) Winter PR Campaign with John Stevens and Tim Williams"

Stevens introduced himself, Tim Williams, and their work. He chronicled the history of Idaho's winter campaign in Seattle. He detailed ways that Pacific Place in Seattle fits Idaho Winter Tourism market's demographic. (0:00)

Stevens outlined publications and media that covered this event. He told the story behind Pac Place's Ski Idaho Tree. The artists were there to help people make their own Idaho snowflake. (5:00)

Stevens and Williams are looking forward to doing this next year as he believes there is a lot of potential. Stevens thanked individual members of the staff and Drake Cooper. Stevens would like to see the backdrop of Santa's Wonderland include an Idaho ski chalet theme area with space for visitors to get brochures and meet staff. Stevens thinks that there may be TV opportunities to feature more trips and ski resorts. (11:00)

Council members discussed including other winter activities. Ballard would like to get more mileage out of the snowflake and praised Stevens-Williams' work. (18:00)

Idaho, the Movie, Peg Owens, Marketing Specialist, Audio file "ITC Jan 2013 (7) Idaho, the Movie, with Peg Owens"

Owens described *Idaho the Movie* and its successes: sold 30,000 copies, places shown, financial success, use in Commerce, and spin off projects. It is also a recipient of the Film Office Grant Program. (0:00)

She described successes of *A Unkindness of Ravens* which is another Film Grant Project. This will be shown at the Idaho Film Festival in Sun Valley. Owens gave more details about the Festival. (2:30)

Owens shared some of the new ways she is addressing challenges to keeping the Update Idaho database fresh. In response to Conklin's question, Owens said that this will begin in May. (4:30)

Idaho Recreation and Tourism Initiative, Vicki Lawson, IRTI Coordinator, Audio file "ITC Jan 2013 (8) IRTI with Vicki Lawson"

Jaeger introduced Lawson who has been the coordinator for IRTI for last five years. Lawson summarized the history of IRTI and information on the handout. (0:00)

Lawson described some of their projects and accomplishments including Campground Directory (10:00), Be Outside, Idaho! (11:00), Off-Highway Vehicle Travel Management and Stay on Trails (12:00), Outfitters and Guides Geospatial Information Mapping (14:00), Recreation Information Fulfillment (15:00), Scenic Byways (16:00), State Comprehensive Outdoor Recreation and Tourism Plan (17:00), Visitor Centers (18:00), and watch for Wild Life (19:30). Utah, Montana and Wyoming have copied IRTI. (13:30)

Lawson summarized what IRTI does well. (22:00)

GIS Demo, Bob Smith – Cancelled

Idaho State Parks, Nancy Merrill, Director, Audio file "ITC Jan 2013 (9) Idaho State Parks with Nancy Merrill"

Merrill told the Council that 5.2 million visitors come to parks annually; 1.65 million are not Idaho residents. Parks and Recreation lost 80% of their budget due to state cuts. Parks and Recreation asked the legislature to not disband and instead to let them operate like a business generating revenue to keep parks open. (0:00)

One of the ideas to keep the parks open is the State Parks Passport program which partners with Idaho Transportation Department. Merrill showed the presentation that IPTV helped them produce to support the Parks Passport program to the Idaho legislature. The program was passed unanimously. (5:00)

Between September and November they sold \$230,000 worth of Passports to RV owners. They want to reach 20% of vehicle owners. It won't fill the 80% gap, but it is a start. Merrill explained how the Park's Perk's Passport program partners with businesses who offer discounts to those who purchase a Passport. (11:46)

Merrill showed the Parks Perks Passport advertisement, a \$30,000 project that cost Parks and Recreation \$1,000. (16:30)

Ballard stated that Parks and Recreation had to create an MOU to work as a business and work with Commerce to create the Parks Perks program. Merrill described other partnerships they have created to save and keep the parks open and running. (20:00)

Conklin asked whether funds may come back with increase of money in general funds. Merrill referred to the Governor's State of the State Address that will only allow for programs that are sustainable. He will fund for onetime expenses that provide one time repair or seed money that will sustain itself soon after. Merrill believes they are on their own. On the positive side, they will be self sustainable in the future. (23:00)

Idaho is second in the nation for volunteers which is the equivalent of 37 employees. (25:00)

Norton asked how nonresidents purchase the pass. Merrill stated that they pay \$40 at the park. Ballard: In response to Ballard's question, Merrill thinks that it is possible to sell the passport at Idaho Visitor Centers. Ballard explained recent federal legislation. (25:30)

Conklin asked Merrill about collection the 2% bed tax to offset Tourism covering Park's share of the Visitor Center costs. Merrill said that they are unable to collect 2% and that they are at a max for their fees. At Conklin's request, Merrill explained IDAPA rules. They are at maximum that people will pay before they stop using parks. They would have to ask the legislature for increase. (28:00)

Merrill would be fine with Commerce asking Legislature if they would allow 2% tax. Some years ago Rick Just said it would generate about \$50,000. Ballard would want \$25,000 earmarked for Visitor Centers. The rest would go toward the grants program which would help to market parks. (31:00)

New Business & Closing Topics, JJ Jaeger, ITC Chair, Audio file "ITC Jan 2013 (10) New Topics"

The Council discussed future meetings:

- March 21 and 22, Schweitzer Resort near Sandpoint, Idaho. ITC will arrive Wednesday March 20. Paul, JJ and Karen would like to ski Thursday afternoon, March 21. The rest of the council would wine, beer tasting and coffee tasting after lunch at 1:30. Kate McAlister is organizing dinner at 6:00 pm.
- May meeting will be part of ICORT.
- August will be in Sun Valley. Laurie will send a Doodle link.
- Early October will be in McCall, hopefully, at the Shorelodge.
- March 2014 will be in Burley.

In response to Conklin's question, Ballard and Mercado reported that San Francisco Bay area television time did not produce a spike. (12:00)

Salesforce.com Demonstration, Maria Jacobson, Salesforce.com, Audio File "ITC Jan 2013 (11) Salesforce.com with Maria Jacobson"

Ballard introduced Jacobson. Jacobson introduced Riley who had dialed-in and was running the technical Salesforce.com screens. Jacobson introduced *cloud computing*, Salesforce.com, and their work with government agencies. Jacobson explained how Salesforce.com is mobile service friendly and gave examples of types of government services that Salesforce.com can support. This includes economic development. (0:00)

Jacobson described services that Salesforce.com is providing to Idaho's neighboring state governments including those for tourism. (12:00)

Ballard explained what Idaho needs for its fulfillment and leads programs. She also suggested ways that Salesforce.com could help Tourism's databases and social media interconnect with Commerce. Susie Davidson explained how their division uses Salesforce.com. Zuckerman, Ballard, and Rotchford elaborated. (15:30)

Riley introduced himself and his involvement with Salesforce.com. He demonstrated tools and functionality. (24:00) Jacobson explained the importance of communicating via social media and capturing communication from social media channels. (35:00)

Jacobson and Riley addressed Zuckerman's inquiries about Salesforce.com's knowledge base as a tool to answer questions that come in via several different communication channels. Riley answered Rotchford's question about leads. (37:45)

Riley continued demonstrating Salesforce.com tools including campaigns. Ballard gave an example of how Tourism could use campaigns. Riley clarified how a Twitter blast might work. (43:00) Tourism could have multiple web-to-lead forms. (54:00) Riley addressed Zuckerman's questions on data cleansing. (56:00)

Jacobson summarized presentation. (1:01)

Motion to Adjourn. Code moved and Conklin seconded to adjourn the meeting. Motion passed. (1:07)