

**Idaho Travel Council
Red Lion Lewiston - Lewiston, Idaho
May 3, 2010**

Minutes

Council Members Present

J.J. Jaeger, Region I
Frances Conklin, Region II
John May, Region III
Diane Newman, Region IV
Bill Code, Region V
Ray Byington, Region VI
Dick Anderson, Region VII
Paul Norton, Member At-Large

Commerce Staff Present

Karen Ballard, IDOC, Tourism Administrator
ReNea Nelson, IDOC, Tourism Division
Cathy Bourner, IDOC, Tourism Division

Guests Present

Jame Davis
John DeLeva, JackRabbit Book Direct
Bill Drake, Drake Cooper
Bob Foster, Teton Mountain View Lodge
Nick Gailey, Yellowstone Teton Territory/Museum of Idaho
Carol Graham, International Selkirk Loop
Matt Hunter, Pocatello Chamber
Heather Killgore, NCITA/Killgore Adventures
Connie Pound Lewis, NW Travel
Bridget Losee, Pioneer Country Travel Council
Dan Marsh, City of Lewiston
Josh Mercaldo, Drake Cooper
Jeanne Miyoshi Rogers, Teton Valley Chamber of Commerce
Adam Rubens, Jack Rabbit Book Direct
Lisa Schwartz, Jack Rabbit Book Direct
Brian Scott, Idaho Bed and Breakfast Association
Amy Sinclair, NCITA/Salmon River Chamber/Exodus
Laura Smith, Nez Perce-Clearwater Natl Forest
Tony Varilone, Pioneer Country Travel Council
Angela Wade, Rocky Mountain Hospitality
ITC Grant Applicants (listed on page 3)

The meeting was called to order by Chair John May, followed by welcome and introductions.

Mr. Dan Marsh with the City of Lewiston welcomed the council to the city.

Approval of Minutes - After a review of the January and March minutes, it was moved by Paul Norton and seconded by Frances Conklin that the minutes for both meetings be accepted as presented. Motion passed.

Director's Report

Karen Ballard conveyed greetings from Don Dietrich expressing his regrets for being unable to attend the meeting. He looks forward to interaction with those present during attendance at ICORT.

Budget Plan and Review

Karen Ballard shared the latest 2% collection numbers which indicate a 6.59% year to date growth over FY2010. Despite the slowing of growth there is a comfortable lead of the 5% increase predicted for the year. Per ITC directive at the March meeting, the 5% held in a contingency fund is now being expended towards additional online and print advertising opportunities, including some activity in Canada in cooperation with northern Idaho marketers.

The remainder of the overall budget was reviewed noting projections are on track for expenditures of budgeted items with the exception of research which not only has some projected cost savings but will probably not be expended until next year.

It was noted the 2% bed tax collection was 3% greater than the same period last year.

An item that has been presented to Director Dietrich, and currently being vetted by the Attorney General, deals with text messaging to a “short code.” The tourism division was recently approached by Melodie McBride of iZigg to use the company’s established short code (90210). Karen advised that Melodie is attending the tourism conference and will be demonstrating its use. Users text “icort” as a message to 90210, then receive text messages relating to breakout sessions, raffle drawings etc., when we send them. When users wish to stop receiving messages, they simply text “stop” to 90210. This concept will be used throughout ICORT as a promotional and an informational tool. Cost is \$2500 for an annual subscription. There is a multi level sales aspect to the program which allows us to sign up two additional users and we would receive a 25% commission. If they each sign up two users an additional commission rolls up. If a business wanted to go direct and get their own “random” short code the cost is \$500 per month. A vanity code, such as one that corresponds to a specific word is \$1,000 a month. For instance 768286 is the numeric equivalent of potato

If Regional organizations chose to use this technology, they could, in turn, pitch it to their members, providing possible revenue generation.

JackRabbit Presentation

John DeLeva, Lisa Schwartz, and Adam Rubens presented information on the JackRabbit BookDirect™ online reservation service. Revised since its initial conception a few years ago, the service has developed technological solutions and created additional solutions for mobile, social media, and packaging.

By using search and indexing principals a tool has been developed for destinations that drive direct bookings to lodging properties through the destination website. A booking widget is installed on a destination’s website that allows users to enter dates and types of accommodations. The system pulls rates and availability from all properties in the area, organizes them by preference, and directs consumers to the desired room. The reservation is booked through the property website with the information and pricing controlled by each property in the system. There are no commissions charged and no additional inventory management needed. This is a subscription based program that currently more than 200

DMO's are using. DeLeva advised that if a statewide program is selected, individual destination prices will be more than half off the regular rate.

John May inquired about available technology for associations such as the B & B Association. Adam explained free solutions for non-technological hoteliers are available.

Anne Chambers, IRVCA, inquired if this program is compatible with public RV parks and private campgrounds. Adam responded it would be if there is a system to allocate inventory.

John May inquired how the consumer finds the service and John Deleva responded the programs live on DMO sites; they do not have their own JackRabbit booking website. Other questions regarding the method used for notification (Brian Scott, Idaho B&B Assoc) and available information from 3rd party sites i.e. metrics (JJ Jaeger) were briefly discussed. Additional information is available and will be answered upon visiting with John, Lisa and Adam during ICORT where they are exhibiting.

Grant Presentations

Karen Ballard provided a brief review of the grant presentation process. The North Central Idaho Travel Association provided a warm welcome to all. Presenters during the meeting were as follows:

North Central Idaho Travel Association
Lewis Clark Valley/Hells Canyon CVB
North Idaho Tourism Alliance
Coeur d'Alene Chamber of Commerce
Southwest Idaho Travel Association
Boise Convention & Visitors Bureau
McCall Area Chamber of Commerce
Idaho Bed & Breakfast Assoc.
Greater Sandpoint Chamber of Commerce
Post Falls Chamber
Idaho Cutting Horse Association
Idaho RV Campground Association
Southern Idaho Tourism
Sun Valley Marketing Alliance Inc.
Pioneer Country Travel
Snake River Territory CVB
Teton Valley Chamber of Commerce
Yellowstone Teton Territory
Idaho Outfitters and Guides Association
Idaho Ski Areas Association
Hailey Chamber of Commerce
Moscow Chamber of Commerce
Lava Hot Springs Prosperity Foundation

Anna Holden
Michelle Peters
Mike Sloan
Katherine Coppock
John Beacham
Bobbie Patterson
Rick Certano
Shar Scott/Tina Hough
Kate McAlister
Pam Houser
Sue Marostica
Anne Chambers
Shawn Barigar
Greg Randolph
Mark Lowe
Robb Chiles
Reid Rogers/Kevin Owyang
Donna Benfield/Geordie Gillett
Grant Simonds
Tom Stebbins
Heather LaMonica Deckard
Marie Mustow
Evelee Hill

Future Meetings

It was determined by the Council the next two meetings will be held on August 2nd & 3rd in the McCall/Cascade area (location TBD) and October 11th & 12th in Garden Valley, Terrace Lakes area.

Other Business

The ITC as a whole recognized John May for his effective leadership the past year as ITC Chair. Bill Code then made a motion to install JJ Jaeger as Vice Chair, Frances Conklin seconded. Motion passed. John May made a motion to install Frances Conklin as Chair, Diane Newman seconded. Motion passed.

With no further business it was moved by Code and seconded by Conklin the meeting be adjourned. Motion passed.