



C.L. "Butch" Otter, Governor

Jeffery Sayer, Director

**IDAHO TRAVEL COUNCIL MEETING**  
**Sun Valley Inn, Columbine Room, Sun Valley, Idaho**  
**August 5-6, 2013**

**Idaho Travel Council Members:**

J.J. Jaeger (*Chair*), *Region I*  
Lara Smith, *Region II*  
Jim Manion, *Region III*  
Diane Newman, *Region IV*  
Bill Code, *Region V*  
Courtney Ferguson, *Region VI*  
Dick Andersen, *Region VII*  
Paul Norton (*Vice-Chair*), *At-Large*

**Guests:**

Bill Drake, *Drake Cooper*  
Josh Mercaldo, *Drake Cooper*  
Jack Sibbach, *Sun Valley Resort*  
Warren Benjamin

**Commerce:**

Karen Ballard, *Tourism Administrator*  
ReNea Nelson, *Grants Manager*  
Cindy Lee, *Grants & Contracts Officer*  
Meg Bronder, *Executive Assistant*

**Day 1 - Monday, August 5, 2013**  
**Columbine Room, Sun Valley Inn**

**1:05 meeting called to order by Chairman J.J. Jaeger**

Round table introductions of council members and guests.

Bill motions to approve previous minutes. Diane seconds. **Motion approved.**

Dick Anderson offered welcome introduction to attendees.

**Karen Ballard - Budget Review:**

- Projected growth and \$358,000 additional allocated funds for programs.
- Recommending more funding allocated toward winter (\$75,000 more) promotions, branding for Canada (with Brand USA), and research.
- Waiting for fixed operating cost and fee approval.
- Web budget forecasted for decline; finding that print opportunity has online elements to take advantage of.
- Advertising agency costs were over budget.
- Bill Code asked about trade show attendance, Karen addressed PowWow possibly not falling under this fiscal year's budget.
- Karen is excited about opportunities in Seattle, funds allocated for services.
- Will check with Fiscal for more detailed funding schedule and calendar.
- Error in notes (not \$790,000 for admin is correct); \$3,705,000 for statewide.

- Brand USA (private organization to manage travel promotion funds off Visa waiver fees once every 2 years) branching out into translation opportunities, and into Canada. Karen talked about Snowbird campaign.
- Social media audit happening with Think Social Media, will provide training at Conference on Tourism.
- Visa View will track international spending activities in joint effort with other states (won't do at state level alone) for better targeting.
- Commerce gave \$20,000 match to Coeur d'Alene Chamber match for Diamond Cup.
- Diamond Cup is hydroplane races on the lake; taking place Labor Day weekend.
  - o Paul Norton asked advertising agency allocations used for new projects? Karen and Josh address video productions and miscellaneous items. Film line items are different. Peg Owens has decided to close the Film Office in Tourism; thus a MOU is being drafted to have Arts Commission take the Film Office grants and program.
    - Goal of Film Office was to bring film writers into the state; Canada provides incentives to bring film making there. Idaho doesn't plan to provide an incentives package for filming in the state. Surrounding states have greater opportunities in comparison.
    - Karen talked about the Bluebird Man documentary film that Commerce gave a \$1,000 grant to for production.
- July's budget numbers at up 7.33% (for June).
- Karen asked the council for additional suggestions of spending and budget requests. Dick Anderson recommends Winter, Spring, and Fall need additional attention. Summer has enough support. Bill Code and Diane Norton agree.
- Council addressed cities/connections they think are important for airline expansion: direct flights from Boise to Spokane, SLC, and Seattle.

**Short term vacation rental:**

In a conversation with Karen Ballard, Commissioner Ken Roberts of the Idaho Tax Commission addressed that yurts and cabins in Idaho State Parks should be taxed at 2%. Each park will register for 2% sales tax and branch out into campgrounds. It needs to be addressed at the legislative level; Idaho Rec Tourism Initiative should bring legislative change.

Note: This is seen as "housekeeping" issue, not an expectation of increase in sales tax.

**Jack Sibbach – Public Relations Program:**

- Overall emphasis is to take advantage of Tourism column in the Idaho Statesman, written about attractions in Idaho (Perrin & Associates); Statesman did not want to take creative work from one (1) sole agency, so it will come through Tourism office.
- Handouts: suggested columns
- Co-op program to "Pay to Play" (companies to pay for feature). State will not be receiving money for featured programs or companies.

**Break @ 2:00pm**

## Called to order 2:20pm

### Carol Waller – Fly Sun Valley Alliance:

- Sun Valley has only 3 non-stop flights; Jackson Hole is a huge competitor, now adding a non-stop to Seattle.
- Discussed the mission of Fly Sun Valley Alliance; to retain/expand service.
- \$25million Runway Safety project underway; Regional jets have been approved which will open doors for more carriers to the state.
- They are seeing more seats and more passengers, so contracts were extended through March with Alaska Airlines. Negotiated longer season with Horizon Air (through Sept 22nd).
  - o Total Winter 2012.13: Seats + 4% Enplanements + 12%
  - o Total 2013 YTD thru July: Seats + 8% Enplanements + 7%
- Alaska Airlines will run summer LAX & SEA flights through Sept 22; Sky West increased year-round flights beginning June 1.
- Total business support = \$252,000 (Business Ski Pass Sales, Ski For Air Service Day, Realtor For Air; Not including Sun Valley Resort contributions)
- Bill Code asked how sequestration will impact the towers; Contract towers are included in bill to be funded for next year under FAA.
- Paul Norton asked how moving airport locations would impact the service; Carol said it would be 20+ year process that would allow for greater aircraft opportunities (larger size to accommodate larger planes), and would need to find ways to deal with wildlife preservation issues, etc.

### Bill Drake & Josh Mercaldo – Drake Cooper Update:

- Bill Drake addresses travel increasing, introduces the presentation (Winter, Travel Guide discussion, and web work for next year's season)
- Travel Guide:
  - o Brand USA co-ops with Miles Media, Canada focus – mash-up of print opportunity, Discover America (that includes all neighboring states)
  - o FY14 Prime Season Budgeting
    - Annual Vitamin ID campaign (winter campaign to become annual)
    - Budget, release dates, sweepstakes
  - o Projects that are ahead:
    - '13-'14 Vitamin ID starts Oct 1
    - '13-'14 Sled the Rockies Oct 1
    - Social audit by Think Social Media
    - ESTO (trade show) in August
    - eTourism summit in October
  - o 2014 Guide will continue with 2013 design layout; new panoramic 360's from all 7 travel regions with matrix (Priest Lake, Soda Springs, St. Gertrude's), and travel marketplace ad directory by region. Production specs: 140,000 print run to print early November 2013, deliver 2nd week December 2013, fulfillment January 2014.
  - o Travel Guide cover – Schweitzer: people + activities + in Idaho

- FY14 Budget:
  - Estimated expenses = \$220,340
  - Estimated Ad Revenue (Net ITC budget) = \$180,190
- Karen spoke with Dave Peterson from Sunset Magazine as assignment involved with sales. Next year's travel guide might be outsourced to Miles Media, Madden, or other. Proposal to happen soon. Media companies have greater opportunities to sell, greater distribution.
- Winter Overview – Vitamin ID (3<sup>rd</sup> season, [www.IdahoWinter.org](http://www.IdahoWinter.org)), grow bed tax collection in winter months, increase site traffic, and generate contest inquiries and leads to partners. Components include online sweepstakes supporting 22 weeks of offers, regional media plan, earned media/PR in Seattle, and winter co-ops.
- Campaign specs focus on northwest markets (Seattle and Western Washington), budget is \$300-350k, to launch Oct 1 through Feb 28, 2014. Partnership with Ski Idaho for awareness building and PR (NW New Day programming on King 5, Seattle Ski Dazzle Show Nov 1-3 @ Wa. State Convention Center, Pacific Place promotion Nov-Dec.
- Focus on PR/media/social outreach unification between sites and partners.
- Sled the Rockies tri-state regional co-op; not joined yet. May look at similar within Idaho.
- Web updates: VisitIdaho.org; UpdateIdaho.org; Servers are located in Boise (FiberByte)

**Short Term Vacation Home Rental Task Force Progress Report (Dick Anderson):**

- Bed tax not being paid consistently across the state.
- Karen met with Commissioner Roberts regarding this issue, he is not able to divulge who is NOT paying taxes, but Karen suggests a portal on the Tourism webpage for personal property rental. Karen believes education before penalty for this matter.
- Sandpoint had to register with the community city council.

**Tourism Grant Program (ReNea Nelson):**

- ITC memo was not changed this year; will move forward with reference in 2013 grants.
- January 29<sup>th</sup> grant presentation date set.
- New voting process this year was deemed as better by the council; needs more participation from council. Karen suggested private Facebook page for voting and council agrees.
- Will discontinue monthly packet to council.
- 2012 grants were switches to electronic submissions. 2013 grant contracts will be sent and stored electronically.
- Desk manual created and available if council members want.
- Preliminary summary sheet had error in Southern Idaho Tourism's information. Change has been made and change in total dollars has been made. Total dollars = \$4,680,360.
- Bill Code suggests Idaho B&B get additional attention.

- Change to agenda for tomorrow – Paul Norton will cover multi-region tally, not JJ Jaeger.
- Guideline changes:
  - 7.1 Industry Trade Show & Consumer Travel Shows
    - Bill Code motions to eliminate screen shot of banner/booth/printed material. Dick Anderson seconds. Ayes Have it. **Motion approved.**
  - 11.0 Capital Outlay
    - Dick Anderson motions to change verbiage. Bill Code seconds. Ayes have it. **Motion approved.**
  - 13.3 Amendments & Extensions
    - Dick Anderson motions to approve the amendments. Diane Newman seconds. Ayes have it. **Motion approved.**

**Meeting adjourns 3:54pm.**

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**Day 2 – Tuesday, August 6, 2013**  
**Columbine Room, Sun Valley Inn**

**Meeting called to order @ 9:07am**

Round table introductions: Paul Norton, Courtney Ferguson, Lara Smith, Diane Newman, Bill Code, Meg Bronder, ReNea Nelson, Karen Ballard, Dick Anderson, JJ Jaeger. Cindy Lee,

Others in attendance: Bill Drake, Josh Mercaldo, John Cohen, Debbie Dane, Chambers, Sara Edwards, Sun Valley Marketing Alliance

**Region I**

Bill Code motions to award **Coeur d’Alene Chamber of Commerce:**

Audit: \$2,000

Admin: \$25,000

Tourism: \$393,000

**Total = \$420,000**

Courtney seconds. No discussion. Ayes have it. **Motion carries.**

JJ motions to award **Greater Sandpoint Chamber of Commerce:**

Audit: \$1,500

Admin: \$10,661

Tourism: \$106,614

**Total = \$118,775**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

JJ motions to award **North Idaho Tourism Alliance, Inc.:**

Audit: \$0

Admin: \$7,363

Tourism: \$73,637

**Total: \$81,000 (\$1,000 to head of Pend Oreille)**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

JJ motions to award **Post Falls Chamber:**

Audit: \$0

Admin: \$6,000

Tourism: \$60,000

**Total: \$66,000**

Courtney seconds. No discussion. Ayes have it. **Motion carries.**

JJ motions to award **Idaho Bed & Breakfast Association:**

**Total: \$2,411**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

JJ motions to award **Idaho Outfitters & Guides Association:**

**Total: \$5,669**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

JJ motions to award **Idaho RV Campgrounds Association:**

**Total: \$7,101.**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

JJ motions to award **Idaho Ski Areas Association:**

**Total \$3,619.**

Courtney seconds. No discussion. Ayes have it. **Motion carries.**

**Region I Total = \$704,575**

## **Region II**

Lara motions to award **Hells Canyon Visitors Bureau:**

Audit: \$0

Admin: \$3,000

Tourism: \$30,000

**Total: \$33,000**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Lara motions to award **Kamiah Chamber of Commerce:**

Audit: \$0

Admin: \$2,045

Tourism: \$20,450

**Total: \$22,495**

Dick seconds. No discussion. Ayes have it. **Motion carries.**

Lara motions to award **Moscow Chamber of Commerce:**

Audit: \$0

Admin: \$6,575

Tourism: \$65,754

**Total: \$72,329**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Lara motions to award **North Center Idaho Travel Association:**

Audit: \$0

Admin: \$3,340

Tourism: \$33,409

**Total: \$36,749**

Diane seconds. No discussion. Ayes have it. **Motion carries.**

Lara motions to award **Orofino Chamber of Commerce:**

Audit: \$0

Admin: \$900

Tourism: \$9000

**Total: \$9,900**

Diane seconds. No discussion. Ayes have it. **Motion carries.**

Lara motions to award **Salmon River Chamber of Commerce:**

Audit: \$0

Admin: \$2,701

Tourism: \$27,019

**Total: \$29,720**

Jim seconds. No discussion. Ayes have it. **Motion carries.**

Lara motions to award **Idaho Bed & Breakfast Association:**

**Total: \$4,000**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Lara motions to award **Idaho Outfitters & Guides Association:**

**Total: \$7,000**

Diane seconds. No discussion. Ayes have it. **Motion carries.**

Lara motions to award **Idaho RV Campgrounds Association:**

**Total: \$2,800**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Lara motions to award **Idaho Ski Areas Association:**

**Total \$1,000**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

**Region II Total = \$218,993**

### **Region III**

Jim Manion declares conflict of interest with Boise Convention Visitors Bureau. Paul Norton will motion.

Paul Norton motions to award **Boise Convention Visitors Bureau:**

Audit: \$3,000

Admin: \$25,000

Tourism: \$635,000

**Total: \$663,000**

Courtney seconds. No discussion. Ayes have it. **Motion carries.**

Jim Manion motions to award **Cascade Chamber of Commerce:**

Audit: \$0

Admin: \$3,200

Tourism: \$32,000

**Total: \$35,200**

Courtney seconds. No discussion. Ayes have it. **Motion carries.**

Jim motions to award **McCall Chamber of Commerce:**

Audit: \$3,000

Admin: \$10,300

Tourism: \$103,000

**Total: \$116,300**

Diane seconds. No discussion. Ayes have it. **Motion carries.**

Jim motions to award **Nampa Chamber of Commerce:**

Audit: \$0

Admin: \$4,230

Tourism: \$42,300

**Total: \$46,530**

Bill seconds. No discussion. Ayes have it. **Motion carries.**



Jim motions to award **SWITA:**

Audit: \$3,000

Admin: \$23,091

Tourism: \$203,917

**Total: \$257,008**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Jim motions to award **Idaho Bed & Breakfast Association:**

**Total: \$7,000**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Jim motions to award **Idaho Outfitters & Guides Association:**

**Total: \$23,000**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Jim motions to award **Idaho RV Campgrounds Association:**

**Total: \$31,000**

Diane seconds. No discussion. Ayes have it. **Motion carries.**

Jim motions to award **Idaho Ski Areas Association:**

**Total \$22,000**

Dick seconds. No discussion. Ayes have it. **Motion carries.**

**Region III Total = \$1,201,038**

## **Region IV – Diane Newman**

Diane motions to award **Southern Idaho Tourism:**

Audit: \$3,000

Admin: \$22,970

Tourism: \$229,700

**Total: \$255,670**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Diane motions to award **Idaho Bed & Breakfast Association:**

**Total: \$25,000**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Diane motions to award **Idaho Outfitters & Guides Association:**

**Total: \$1,500**

Dick seconds. No discussion. Ayes have it. **Motion carries.**

Diane motions to award **Idaho RV Campgrounds Association:**

**Total: \$7,500**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Diane motions to award **Idaho Ski Areas Association:**

**Total \$1,500**

Lara seconds. No discussion. Ayes have it. **Motion carries.**

**Region IV Total = \$268,670**

## **Region V**

Bill motions to award **Bear Lake Valley Convention Visitors Bureau:**

Audit: \$0

Admin: \$2,630

Tourism: \$26,300

**Total: \$28,930**

Lara seconds. No discussion. Ayes have it. **Motion carries.**

Bill motions to award **Pocatello Visitors Bureau:**

Audit: \$0

Admin: \$8,930

Tourism: \$89,300

**Total: \$98,230**

Lara seconds. No discussion. Ayes have it. **Motion carries.**

Bill motions to award **Pioneer Country Travel Council:**

Audit: \$0

Admin: \$8,930

Tourism: \$89,300

**Total: \$98,230**

Jim seconds. No discussion. Ayes have it. **Motion carries.**

Bill motions to award **Idaho Bed & Breakfast Association:**

**Total: \$4,371**

Jim seconds. No discussion. Ayes have it. **Motion carries.**

Bill motions to award **Idaho Outfitters & Guides Association:**

**Total: \$2,000**

Diane seconds. No discussion. Ayes have it. **Motion carries.**

Bill motions to award **Idaho RV Campgrounds Association:**

**Total: \$5,000**

Lara seconds. No discussion. Ayes have it. **Motion carries.**

Bill motions to award **Idaho Ski Areas Association:**

**Total \$2,000**

Dick seconds. No discussion. Ayes have it. **Motion carries.**

**Region V Total = \$238,761**

## **Region VI**

Courtney motions to award **Snake River Territory Visitors Bureau:**

Audit: \$3,000

Admin: \$11,450

Tourism: \$114,500

**Total: \$128,950**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Courtney motions to award **Teton Valley Chamber of Commerce:**

Audit: \$0

Admin: \$3,922

Tourism: \$39,227

**Total: \$43,149**

*(Stipulation: In place of partnerships/partnerships in grant, Courtney would like to defer to be used for website maintenance and updating up to \$8,000).*

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Courtney recommends (due to conflict of interest) to award **Yellowstone Teton Territory:**

Audit: \$2,000

Admin: \$20,550

Tourism: \$205,500

Total: \$228,050

*(Stipulation: Show dollars going toward Linx – no items funded. \$2,000 in Co-Op with Yellowstone Teton Territory to direct advertising. Tourism based marketing mediums targeted toward Linx programs.)*

Bill motions the recommendation. Dick seconds. No discussion. **Motion carries.**

Courtney motions to award **Idaho Bed & Breakfast Association:**

**Total: \$4,200**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Bill motions to award **Idaho Outfitters & Guides Association:**

**Total: \$4,600**

Diane seconds. No discussion. Ayes have it. **Motion carries.**

Bill motions to award **Idaho RV Campgrounds Association:**

**Total: \$11,500**

Lara seconds. No discussion. Ayes have it. **Motion carries.**

Bill motions to award **Idaho Ski Areas Association:**

**Total \$8,000**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

**Region VI Total = \$428,449**

## **Region VII**

Dick motions to award **Hailey Chamber of Commerce:**

Audit: \$0

Admin: \$2,640

Tourism: \$26,400

*(Stipulation: \$5,000 of advertising for specifically for Sun Valley Film Festival.)*

**Total: \$29,040**

Courtney seconds. No discussion. Ayes have it. **Motion carries.**

Dick motions to award **Salmon Valley Chamber of Commerce:**

Audit: \$0

Admin: \$2,370

Tourism: \$23,700

**Total: \$26,070**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Dick motions to award **Stanley Sawtooth Chamber of Commerce:**

Audit: \$0

Admin: \$3,450

Tourism: \$34,500

**Total: \$37,950**

Jim seconds. No discussion. Ayes have it. **Motion carries.**

Dick motions to award Sun Valley Marketing Alliance:

Audit: \$3,500

Admin: \$19,900

Tourism: \$199,000

**Total: \$222,400**

Lara seconds. No discussion. Ayes have it. **Motion carries.**

Dick motions to award **Idaho Bed & Breakfast Association:**

**Total: \$540**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Dick motions to award **Idaho Outfitters & Guides Association:**

**Total: \$2,000**

Diane seconds. No discussion. Ayes have it. **Motion carries.**

Dick motions to award **Idaho RV Campgrounds Association:**

**Total: \$6,000**

Bill seconds. No discussion. Ayes have it. **Motion carries.**

Dick motions to award **Idaho Ski Areas Association:**

**Total \$12,000**

Diane seconds. No discussion. Ayes have it. **Motion carries.**

**Region VII Total = \$336,000**

Paul Norton, Multi-region tally:

Idaho Bed & Breakfast Association: \$25,022

Idaho Outfitters & Guides Association: \$45,769

Idaho RV Campgrounds Association: \$70,901

Idaho Ski Areas Association: \$50,119

Multi-region total: \$191,811

**Total awarded: \$3,396,486**

Presentation from Sun Valley

Open discussion from council: None.

Council suggested McCall for next meeting. Karen will look at options in McCall for next meeting the first week in October.

Bill motions to adjourn. Lara seconds.

**Meeting is adjourned at 10:12am.**