



C.L. "Butch" Otter, Governor

Jeffery Sayer, Director

IDAHO TRAVEL COUNCIL MEETING
Hampton Inn, Twin Falls, Idaho
March 24, 2014

Idaho Travel Council Members:

Doug Burnett, 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, At-Large

Commerce:

Matt Borud, Marketing & Business Development Administrator
Diane Norton, Tourism Manager
Cindy Lee, Grants & Contracts Officer
Amy Rajkovich, Administrative Assistant

Guests:

Bill Drake, Drake Cooper
Josh Mercaldo, Drake Cooper
Kelly Trober, Hampton Inn
Debbie Danes, SIT
Ellen Libertine, Stanley Chamber
Arlene Schieven, Visit Sun Valley
Dave Parish, Idaho Fish and Game
Shawn Bariger, Twin Falls Chamber
Dan Olmstead, Idaho Power

9:00AM meeting called to order by Chairman Paul Norton

Paul welcomes and thanks the council members for coming.
Thanks the Burley Inn and Canyon Crest for their hospitality.
There is a round table introduction of council members and guests.

Bill Code motions to approve the minutes

Jim seconds. No discussion. Ayes have it. **Minutes approved.**
Jim requests the minutes reflect a congratulations to Paul for the birth of his child and to thank Bill for his wonderful job on leading the meeting in January.

Budget, ICORT, Staff Updates, ITC Annual Meetings 2015 – Diane Norton

- Diane introduces the council to a new promotional video produced by Scenic Byways titles “Byway Bites” (Sysco Idaho Wines)
 - Will move north, central, than east
- Snowmobiling is waiting on invoices, they will be coming in through April
- Canada campaign will be hitting soon, may be over budget this year
 - The Canada money is increasing, and the council like where it is heading
- FY14 Monthly Collection Status Report- Collections are up
 - Courtney appreciates that the collections were broken out in January by region, and would like to see that happen again
 - Diane will provide this information again
- The Legislature would like a strategic plan for how to spend the surplus, and we are hoping to propose this next session
- Diane would like to look into US Commercial Services as a method to promote internationally (California model)
 - US Commercial Services could be the alternative to RMI, this method would allow us more centralized targeting of markets
 - There is a large group looking to retire at US Commercial Services and they are hiring new members with tourism backgrounds
- The budget reflects that we might be under budget by \$50K
- ICORT- Agenda is online, 46 people are registered, 4 people are nominated for the Governor’s award
 - There was a glitch in the Shilo Inn’s system and the council was billed for a night of stay at their hotel: Diane will rectify the mistake
- Staff updates- Peg Owens last day is March 31st.
 - The film grant budget is going back into our budget. We will be reactive as opposed to proactive with the film office. The database is being cleaned up and monitored by Peg in order to prepare it when she leaves.
- ITC Annual Meetings- Diane proposes that we have March as a conference call meeting, and only have 4 meetings in person per year.
 - Chairman Paul will take this as a seed-planting opportunity and would like to readdress the situation at future meetings
 - Bill recommends that Drake Cooper consider this option, they are a heavy influence on the March meetings

Meet Idaho Commerce – Matt Borud

- Matt joined Idaho Commerce about 6 weeks ago in a Business Development role
- A lot of new roles and new faces will be joining Commerce in the coming weeks (National Sales Manager, IGEM Manager, Tourism Specialist)

Grant Summit Recap, RFF Quarterly Update, Tourism Grant Procedures – Cindy Lee

- We need more training, clarity, and structure for the ITC grant program
- We are now at 56% for hitting our 30 day turn around for RFFs
- We are sending back RFFs for corrections as opposed to doing them ourselves; it is a training mechanism and frees up time for us
- The Council would like to be used as a tool to coheres grantees throughout the granting process
- We would like to identify areas of concern and address them through trainings; we seek the Council's guidance through this process
- We open each request as it comes in, and if it is simple/easy to process, we will get to those first as opposed to going through the requests as they come in
- Jim Manion congratulates Cindy on her process because they have seen so much success/heard great feedback from the grantees
- Debbie Dane thanks Cindy and Jill because this is the first time in 12 years she has been asked what Commerce could do to help in the process

Bill motions to approve Item #000 - Grant Program Changes

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

- This program is based on a reimbursement platform; grantees are supposed to show a proof of payment for all line items on an RFF, paying up front, and then we reimburse for the costs.
- #001 - This is a method to make the vendors accountable for the adds they are running
 - Debbie Dane: the organization should be accountable to hold onto the tear sheets for their own records and for auditing purposes
 - It's a standard industry practice for an advertising agency to provide a tear sheet as proof of purchase
- We put forward the money for 80% of the grantees (about 50% of the grant money)

Jim motions to allow grantees to submit a copy of an ad or tear sheet, and a vendor invoice (no longer submitting all tear sheets to Commerce) in their reimbursement process. Tear sheets will be the responsibility of the grantees to hold onto for audit purposes. **Item #001 – Tear Sheets**

No discussion. Ayes have it. **Motion approved.**

Dick motions to approve Item #002 – Review/Mandatory Clauses

Bill seconds. Jim for clarification: the three mandatory items will be removed. Ayes have it. **Motion approved.**

Jim motions to approve Item #003 - Renewal

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

- Grantees are having a hard time finding auditors that will perform the duties with the money allotted
- Audits are only required for grantees receiving over \$100K

- Cindy can provide a checklist for the Council's review for the next meeting

Dick motions to approve Item #005 – Audit

Lara seconds. Commerce will explore providing a list of auditors per area that can handle the task. Ayes have it. **Motion approved.**

- It is a huge time resource from a grant analyst standpoint to approve the logos
- Sometimes, logos dilute the integrity of the ads
- Grantees would like more flexibility with the ads and the logo sizes
- Travelers do not necessarily benefit from the ads
- Statewide coops do not need to provide the Tourism logo on the ads
- The council will address this issue again in May

Drake Cooper Update, Winter Recap, Prime Season Campaign – Bill Drake & Josh Mercado (see attachments)

- Drake Cooper was just awarded the marketing contract for Idaho Commerce
- The goal of the video content is to use it for Visit Idaho, interactive digital use.
 - Short term programming fulfillment and will stock our supply
 - Can we explore the possibilities of online digital commercial campaigns?
 - The next level is to move to video ads
- We want to spend the surplus money in media

The Chobani Story – Brandi Turnipseed

- Idaho Production Facility employs 1,200 people (800 full time, 400 temp)
- \$450M invested to date
- Hoping to open up the plant for tours in the coming years, and looking to be the largest yogurt manufacturing plant in the world
- The milk comes from cows that have not been exposed to growth hormones
- There will be a reverse osmosis process by the end of the year in the facility: the whey will be treated and reused in the process
- 10% of Chobani income goes back into the community
- Chobani: Turkish for “shepherd”
- Chobani's founder was awarded the Entrepreneur of the World award in 2013, the second time a US company was honored with this award

Meeting adjourned 1:47PM

Day 2: Twin Falls

March 26, 2014

Called to order 9:02AM

Paul thanks the Twin Falls Chamber for organizing a wonderful trip.

Twin Falls Community Updates – Debbie Danes & Shawn Bariger

- This community writes one grant and it is then distributed
- Stay & Play is the motto for the area
- There are 4 national park properties in this region
- Most of our grant funding is focused on the Southern Idaho Tourism website
 - Includes a Spanish translation
- Southern Idaho Tourism began in 1995, due to the economic growth of region IV
- Goodling, Lincoln, Minidoka, and Kasha Counties all represented on the SIT Board of Directors
- This is a highly collaborative and cooperative region
- Take pride in their work with elected officials
- There is a high value for public lands; the quality of place
- Thousand Springs Scenic Byway is one of the most important Byway passes the region has
- Birding is one of the fastest growing non-game activities, and the region is taking advantage of that
- This is a regional destination; you wouldn't stay in one place for a week's vacation but rather would travel around
- In the process of building a new Visitor's Center for the region
 - Nation Park Offices are contributing to the project
 - SIT and Twin Falls Chamber will have offices in the new Visitor's Center
- At any given day, our population doubles
- This area is the model of collaboration of tourism and economic development, and the council applauds them for this

RMI Promotional Video: Real America – Jim Manion

- Jim shared a video with council that RMI produces for the 4 states in our region
- The hopes of the Real America program is to expose the areas to their clientele outside the states

Future Meeting and Closing Topics – Paul Norton

- August 4th-8th, Coeur d'Alene
- Amy will send a Doodle Poll to the council to select a date
- October: Lewiston/Moscow, Lara to explore the options
- Thoughts on March meetings:
 - We will miss the region we would get to visit
 - Is there a method to assist Diane so we can make the meeting planning more seamless?
 - Having the region step forward and do the heavy lifting (booking activities, planning dinners, etc)
 - We will not be getting rid of the March meetings
- Combining the Grant Summit and the January ITC Meeting: We will move forward on combining these meetings into sequence

Panel Discussion: Working Together – ED and Tourism

Jan Rogers, SIEDO

Kelly Anthon, City Administrator, Rupert

Travis Rothweiler, City Administrator, Twin Falls

Melinda Anderson, Economic Development, Twin Falls

Debbie Dane, Southern Idaho Tourism

Dan Olmstead, Idaho Power

Moderated by: Shawn Barigar, Twin Falls Area Chamber of Commerce

- These communities have a common theme, you say what you mean and you mean what you say
- America's Most Diverse Food Basket: Region IV
- You can do everything except swim in the ocean in a two mile radius from Region IV
 - Many times, whether or not a company is interested in moving to the area, they will be interested in coming to Idaho
- Rupert is now the poster child for economic success in this region due to Frulac
- For us to sell the community, these companies need to sense it's a place they want to be; the Tourism standpoint
 - It's not just about the business community; it's about the schools, and the things to do, and the people
- There should be a collaboration between the economic development and the tourism industry to build communities
- For every job at Chobani, there are 3.5 indirect jobs created because of it
- We have amazing attributes in our community, and sometimes we take advantage of the features in our own communities
- We work together because the jobs in our community support all of us
- "There is nothing sweeter than a spinning meter"
- Sense of place has become almost as important as the deal in economic development initiatives
- Downtown revitalization: is the infrastructure ready for companies to come in and use existing buildings, or can we build something new
- We want to attract the younger, highly educated and innovative workforce
- We want to subliminally capture the attention of our visitors; we don't know who they are or why they chose to visit; they could be the CEO of a company and might be interested in moving here; we can't sleep on the opportunity to gain their attention
- Social infrastructure is so important to this community
 - We aren't behind the counter when these people check into the hotel, and we aren't there when they buy snacks from the gas station, but the customer service they provide is critical for us making deals in this community
- In marketing, the prime rule is to know your audience
 - When people are interested in coming here, the first thing they might do is Google it, and it is important for that presence to be there.

- Visitors don't know county lines
- This region has checked it's egos at the door in order to provide the best quality product for the state
- The business solution has to make sense, but the sense of place is the selling point
- If you believe your message, you don't need any professional coaching to sell your meaning

Meeting adjourned 11:30AM