

Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011

Council Members Present

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 Andersen, Region VII

Guests Present

Bill Drake, Drake Cooper
Josh Mercaldo, Drake Cooper
Diane Caughlin, Garden Valley Chamber of Commerce President
Jan Gallimore, 150th Territorial Commemoration
John Cottingham, Boise County Job Creation/Retention Council
Thelma Davis, Starlight Mountain Theatre
Greg Simione, Garden Valley Market and Sawtooth Lodge
Eileen Davis, Middle Fork Cad/Cam, Les Bois Credit Union
Mike and Tamara DeBoer, InIdaho.com
Chad Long, Cascade Raft and Kayak
Grant Simonds, Idaho Outfitters and Guides Association
Grant Porter, Middle Fork Rapid Transit
Dave Mills, Rocky Mountain River Tours

Council Members Absent/Excused

Paul Norton, Member At-Large

Commerce Staff Present

Jeff Sayer, Commerce Director
Karen Ballard, Tourism Administrator
ReNea Nelson, Tourism
Mitch Knothe, Tourism
Laurie McConnell, Tourism
Laurie Zuckerman, Tourism

Welcome and Introductions, Frances Conklin, ITC Chair, Audio File "ITC Oct 2011 (1) Wed Introduction"

Meeting called to order by Chair Frances Conklin.

Members and guests introduced themselves and gave one travel tidbit. (00:00 – 17:00)

Diane Caughlin, CC President Garden Valley, gave an overview of activities and history of Garden Valley and Crouch. (18:00)

Greg Simione, past CC President, thanked ITC and Tourism Division for their work helping Crouch establish its tourism focus and business. Simione outlined activities that they have done or are currently doing as well as how tourism business is growing in their area. (20:30)

John Cottingham began a discussion on the area's commitment to put "heads in beds". Ballard, May and others continued discussion on the area's assets. (26:30)

Introduction of Jeff Sayer, Commerce Director

Chair Conklin introduced Director Jeff Sayer. Sayer listed his background experience in corporate finance. (33:00)

Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011

Motion. It was moved (Code) and seconded (Jaeger) that the minutes of the 2 & 3 August 2011 meeting be approved. Motion passed. (37:00 minutes)

Budget, Work Plan and Marketing Plan Review, Karen Ballard, Tourism Administrator, Audio File "ITC Oct 2011 (2) Budget and Work Plan Review"

Budget Review (Please see budget attachments.)

Ballard reviewed collections, page 5. Collections for this year are at 5.99%. Projections were 5% growth with that put into a contingency fund. Ballard asked council if they are comfortable keeping with 5% growth given LaNina year.

Jaeger, May, Andersen, Code, Newman, and Ferguson are fine with keeping 5% growth. Cottingham said 5% growth would be aggressive for Garden Valley. (0:02:00)

Ballard pointed out that there were no expense surprises except legal fees. This is a rolling fee which is modest, and she does not expect there would be more charges. (0:07:00)

Allwest, Tourism's call center, will be closing its Boise office and relocating to Salt Lake City. Commerce will have to go out to bid for new call center. The number of calls continues to diminish. Tourism could keep Fleet Street to handle fulfillment. Ballard will be meeting with All West's lead staff members to discuss tourist and business needs/leads and possible solutions. Ballard outlined several options to manage this service including pulling portions of the service in house. (0:09:00)

This year's Film Grant requests are trickling into the office. The film community is seeing fruit from previous grants. (0:16:00)

May requested header on FY2011 Statewide Program Budget and FY2011 Statewide Program Budget sheets be changed from "July 2, 2010" to "July 1, 2011". (0:17:00)

Ballard explained that term "transaction fees" refers to cost of doing business and is generated from the way the Commerce Stars System works. Although it is on the marketing side, it should go onto the administration side. Ballard also pointed out that figures are fluid. For example, print and online marketing are not easily split. (0:17:30)

Conklin asked for status on delinquent collections. Ballard and Bournier are working on that report which should be available by next meeting. (0:24:00)

Ballard wants to pursue collecting taxes on *vacation by owner* properties. Counties need to educate home owners. Cottingham and Danis stated need for piece to explain taxes and how they help promote the community. Ballard will send documents and work with Tax Commission to make it easier. May elaborated that they are not paying a tax; they are collecting a tax. (0:25:30)

Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011

It was moved (May) and seconded (Code) to approve budget. Motion carried.
(0:30:00)

Marketing and Work Plan Reviews (0:31:00 minutes)

Ballard explained that the marketing plan is ready to be published but needs to be approved. The marketing budget is different than the division budget. The marketing plan is based on the work plan.

The work plan is not a public document because it details how the Division of Tourism markets Idaho. The strategic plan is public, describes the large picture, and is used for the legislature. Ballard covered components in work plan and staff responsibilities goal by goal. (0:33:30)

Goal 1 Interface with other agencies and organizations (0:34:00)

Goal 2 Grants program (0:34:30)

Goal 3 Marketing and Advertising (0:34:45)

Goal 4 Website (0:35:00)

Goal 5 Public Relations (0:35:30)

Goal 6 International: Ballard explained how the the Corporation for Travel Promotion will help Idaho. (0:35:45)

Goal 7 Industry Trade Shows (0:39:30)

Goal 8 Special Events-- Ballard expressed concerns about the Jet Boat event.
(0:40:00)

Goal 9 Film Office- As result of Kenny Chaplin program, two attendees have already been hired. Ballard thought this would be excellent training for off season hospitality workers. (0:41:00)

Ballard requested that Council review. She also pointed out that marketing document educates new or potential grantees. (0:43:30)

May pointed out second page should include whitewater trail. (0:46:30)

May asked for status on Visitor Centers and requested help from Sayer to work with other agencies and the Idaho Travel Council on this issue. Ballard explained Tourism Division's history with three visitor centers including Parks and Recreation's reluctance to collect head/bed tax to offset management costs. Ballard elaborated on her concerns that Tourism does not have local offices to oversee the centers. Ballard elaborated on ideas to work with both Department of Parks and Recreation and Department of Transportation to run these centers. She described some problems with Huetter visitor center. (0:48:00)

May pointed out that Department of Parks and Recreation builds lodging and does not collect taxes that all other private lodging businesses are collecting. The state expects taxes from private business to maintain and staff their visitor centers.
(0:59:00)

Conklin echoed others concerns about the image this gives to visitors. (1:05:00)

**Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011**

It was moved (May) and seconded (Jaeger) to approve Marketing Plan and Work Plan with a stipulation of adding Whitewater Trail and correcting any typos that staff finds. Motion carried. (1:07:00)

On-line Reservation Services, Karen Ballard, Tourism Administrator, Audio File "ITC Oct 2011 (3) Online Reservation Services" (Please see attachments.)

Ballard introduced Mike and Tamara DeBoer. Ballard gave a brief history of InIdaho and JackRabbit history in Idaho. (0:00)

Josh Mercaldo and Mike DeBoer explained how test lines worked with Visit Idaho website. Mike DeBoer reviewed responses from August and September tests. Please see attachment. Most calls were for information only. (2:30)

Ballard brought up fact that the call center is closing and will go to RFP. Once she knows when these calls occur, she would like InIdaho.com to bid. The calls might be converted into bookings. (6:30)

Conklin polled council members about how much of their lodging is booked online. Andersen and May have 20% online booking and growing. Code and Newman are closer to 40% online booking. (9:30)

Ballard summarized that Division and ITC are still in investigative phase. (11:00)

DeBoer believes lower figures could be due to end of the vacation season; however they are helping some people. (11:30)

May believes that low response indicates online service does not warrant costs. May would like to bring call center service in house prior to RFP in order to understand call volume. (12:30)

Tourism Grant Program Housekeeping, ReNea Nelson Commerce Staff, Audio File "ITC Oct 2011 (4) Grant Program Nelson" (Please refer to attachments.)

Proposed Guideline Update, 4.0 Website and Social Media

Nelson explained one highlighted change to Grant Guidelines. Please refer to attachments. Nelson is attempting to train grantees that reimbursement is not factored per 87.5% eligibility, rather actual revenue generated. (0:00)

It was moved (May) and seconded (Code) to adopt change in guidelines. Motion carried. (3:45)

Status review of 2010 Grants

**Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011**

Several grants have extended to December. Five 2010 grants have closed with a few finals on Nelson's desk. Nelson requested that council go on-line to review status. 2011 grants are on track. (4:00)

Report on Grant Training

In September Nelson trained all regions including 34 grantees and staff support.

Region I – Nelson participated in the Silver Valley Community Review (Community Design and Identity team) which focused on the communities of Kellogg, Wallace, Mullan, Pinehurst, and attractions such as Lookout Pass, Hiawatha/CDA Trails, Lucky Friday Mine, Cataldo Mission, Enaville Resort. Nelson met with community leaders and home team to identify economic development and tourism promotion concerns, strategize and provide report of findings which will be provided to the communities upon completion by overall review team. (7:00)

Ballard brought up Kellogg's addition to the voter ballot to add 7% hotel tax to fund road repair. Discussion ensued. (10:00)

Nelson led grant training in Post Falls. Those present included: Sharon Mathews, North Idaho Travel Association (NITA); Katherine Coppock, Coeur d'Alene Chamber of Commerce; Shar Scott, Idaho Bed and Breakfast Association; Eileen Kane, Priest Lake CC; and Jame Davis, Post Falls Chamber of Commerce. (13:00)

Input:

- (1) Training updates helpful.
- (2) Like proposed format for 2012 Grant Summit.
- (3) Idaho Bed and Breakfast Association unknown in regional circle and requested input on award decisions per regions.

Action:

- (1) Provided online spreadsheets for RFF for grantee use.
- (2) Idaho B&B to attend regional meeting and follow up with ITC members where there was concern regarding funding.
- (3) Tradeshow evaluations provided to add to grant website.

Region II – The following were present for training: Lorraine Frazier, North Central Idaho Travel Association (NCITA) & board member Lisa Jones, Lewis/Clark State College; Michelle Peters, Hells Canyon Visitors Bureau; Marie Linehan, Moscow CC; Jeff Kutner, Grangeville CC; Christine McNall & assistant; Kamiah CC; and Stephanie Deyo, Orofino CC. (16:30)

**Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011**

Input:

- (1) Interested in tradeshow input from other regions.
- (2) Requested clarification of acronyms used in tourism industry/grant program.
- (3) Wanted to know where to find general Tourism information i.e. meetings/conferences.
- (4) Discussion at Grant Summit on how to track ROI.

Action:

- (1) Tradeshow evaluations received from Region I added to website (encouragement for all regions to provide).
- (2) Added "Tourism Terms Made Simple" to website under Marketing Resources and grant handbook.
- (3) Provided education for use of Tourism Division portion of Commerce website.
- (4) Added ROI discussion to Grant Summit agenda
- (5) Working with Lewis/Clark State College to add as a new Voluntourism Partner.

Region III – The following attended training: Cathy Learned and Melissa Cleland, SWITA; Lorraine Hawes, Judy Woods and McKenzie, McCall Chamber Commerce.
(20:45)

Valley County CVB did not attend and indicated funding was not wanted. Nelson outlined efforts made to work with Valley County. Nelson recommended a stipulation that McCall Chamber spend specific portion of grant for Valley County be lifted if Valley County does not come forward. This could require motion from Council. John May is monitoring the situation. Depending on how this continues, he may ask council to vote on lifting stipulation on McCall Chamber to spend portion of dollars on Valley County because Valley County will not work with either McCall Chamber nor SWITA. Although they want their own identity, they are too small for their own grant. Follow up will be done and reported at the next ITC meeting.
(21:00)

Input:

- (1) Very helpful.
- (2) Want to be involved with state co-ops/FAMS.
- (3) Valley County CVB did not attend training pending decision on working with McCall CC.

Action:

- (1) Provided thorough grant training.
- (2) Have sent communications to Valley County CVB regarding participation in grant program and with McCall Chamber of Commerce.

**Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011**

Region IV: Debbie Dane and Shawn Barigar, SIT, were present. (27:00)

Input:

- (1) Very appreciative of overview of updates to program.
- (2) Concern regarding getting cash match. Would like to see in-kind match back in program, would be a big benefit in tight economic times.

Discussion on cash match ensued. Conklin commented that cash match represents commitment. May noted that even during good economic times, grantees sometimes had difficulties with cash match. He recommended that Council keep cash match. No motion was needed.(29:00)

Action:

- (1) Reviewed ITC Administrative Rules and guidelines re: match. Consideration of in-kind match back into program would require re-consideration of rules and further directive by the ITC i.e. revising and presenting rule changes to the Legislature.

Region V – The following were present: Mark Lowe & Destiny Egley, Pioneer Country Travel Council; and Matt Hunter and Stephanie Palagi, Pocatello Auditorium District. (33:45)

Input:

- (1) Pocatello CC working on closure of 2010 grant.
- (2) Cohesive work has begun between Pocatello and PCTC on the 2011 grant with grant reimbursement structure in place. Call to action for both organizations will be featured on all marketing.
- (3) Discussion on funding eligibility for Northwest Leaders Conference held outside of Idaho.

Action:

- (1) Regarding Professional Development Training Guideline 8.2: although ICORT and the Grant Summit are the only professional development training that are reimbursable through the grant, the guidelines also state other training directly related to completing the marketing program approved by the ITC may be reimbursed with ITC approval. Staff is very supportive of funding eligibility for the NW Leaders Conference when held in Idaho and recommends it be favored by the ITC as an opportunity for grantees to glean education on leads, trends, development of strategic plans, websites, and so forth. This year it will be held March 10-12, 2012 in CDA. Conklin and other Council members support attendance of NW Leader's Conference.

Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011

Region VI - The following were present: Courtney Ferguson, Reg. VI ITC Rep; Donna Benfield & Wendy Walker, YTT; Jerda Judy & Robb Chiles, Idaho Falls CVB; Dahvi Wilson & Alex Hillinger, Teton Valley CC/Foundation. (37:00)

Input:

- (1) Training /program overview helpful.
- (2) Discussion regarding reimbursement of in-house staff expenses on grant projects specifically Visitor Guide project.
- (3) Eligibility of *wayfinding* signs to compliment feasibility studies that are eligible through the program.

Nelson elaborated that *Guideline 10.0 Market Research* is supportive of feasibility studies and tourism economic impact studies. It was suggested in Region VI that eligibility of wayfinding signage would be an added value to complete the process. (39:30)

For example, if a Roger Brooks study is done and then action to implement suggestions cannot be done it is an under-utilized process. It is suggested the ITC review and contemplate if wayfinding signage could be a future inclusion as part of market research, allowed as a marketing/branding tool enhancement.

Another enhancement could be Welcome Signage that compliments the wayfinding system. This is not to be confused with a "Welcome" billboard at the edge of town. Eventually this could all be tied to QR codes to promote lingering longer.

Discussion ensued. Ferguson discussed branding. Ballard pointed out that *Wayfinding* is more scientific than signage. May is cautious of *Wayfinding* because it can be a slippery slope. Drake sees difference between marketing signs and infrastructure; Drake sees *Wayfinding* as part of tourism/travel infrastructure. Ballard suggested starting with small amount of funding for Wayfinding coming from administrative side of budget. (42:30)

Action:

- (1) Reviewed guidelines and provided example of brochure project reconciliation that outlined overall costs, which included in-house expenses, ultimately offset (reimbursed) by cash match.
- (2) *Wayfinding* discussion with ITC to be shared with grantees.

Region VII – The following were present: Linda Horn, Sun Valley Marketing Alliance; and Ellen Libertine, Stanley-Sawtooth CC. (51:30)

Input:

**Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011**

- (1) Overview of grant program beneficial.
- (2) Re-structuring/new board of Central Idaho Rockies has been put in place.
- (3) Extended Lost Rivers Tourism grant to utilize funds for a new CIRA website. Did not submit 2011 grant to complete website and further put structure/program in place before applying for 2012 grant.
- (3) Stanley-Sawtooth is still waiting for IRS documentation i.e. Non-Profit Status.

Action:

- (1) Assistance offered when needed during CIRA organization growth.
- (2) Stanley-Sawtooth 2010 grant extended pending receipt of IRS status.

May and Nelson discussed Stanley-Sawtooth IRS documentation. (53:00)

Public Relations, Laurie McConnell, Public Relations Specialist, Audio File "ITC Oct 2011 (5) Public Relations"

Ballard introduced Laurie McConnell.

McConnell and Kluksdal pitched 200 stories with 90 printed at value of \$27,100, 953 for fiscal year 2011. McConnell described some of the articles including several international publications. (1:00)

McConnell outlined current work with travel writers and stories that are in the pipeline including work with Jonathon Allen, Laura Powell, Taiwanese travel writers, and Diane Norton's culinary tour. (5:00)

Josh, Mitch and Laurie are working on winter marketing and promotions. (10:30)

150th Territorial Commemoration—Jan Galimore, Idaho State Historic Society, Audio file "ITC Oct 2011 (6) ISHS" (Please see attachments.)

Jan Galimore introduced herself as the Executive Director of the Idaho State Historical Society and introduced the Historical Society's work. In one and half years the state will celebrate its sesquicentennial. ISHS is using this opportunity to partner with the Governor's office, agencies and organizations throughout the state to raise spirits after last difficult years. (1:00)

This process is currently in dialogue. Galimore presented key points in the document *Idaho at 150, Idaho State Historical Society, Key Messages and Outcomes*. The goal is to commemorate history in a way that forms Idaho's future and connects to individuals' lives. ISHS wants Governor's and Legislatures' approval this year so that programming can roll out prior to event. (2:00)

Galimore explained how programming is managed within agencies and communities. She gave examples of how their network functions and how branding is shared. (6:30)

**Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011**

Heritage Partners includes ISHS, Idaho Heritage Trust, Preservation Idaho and the local office for the National Trust for Historical Preservation. Its goal is to raise the bar for history, heritage tourism and historic preservation by creating a heritage platform. Galimore listed examples how the platform could work. (10:45)

Ballard and Galimore discussed the Main Street Program which is defined through National Heritage Trust and attempts to restore downtowns and keep downtown commerce alive. National Main Street program requires full time staff person, budget, and office. Many of these people are already in place; they simply need to be certified. Tourism and ISHS will be recommending this program to the Governor. (13:00)

Galimore elaborated on Idaho State's investment in heritage infrastructure. For example, the Lewis and Clark Biennial project had a \$154 million economic impact. (17:15)

Ballard explained how Tourism's 2013 Scenic Byway focus can easily weave into the Sequential. (20:30)

Drake Cooper Agency Updates – Bill Drake and Josh Mercaldo, Audio file "ITC Oct 2011 (7) Drake Cooper" (0:01:00) Drake Cooper Presentation attached.

Bill Drake and Josh Mercaldo reported on **Agency Updates**. Their presentation included the following topics: GIG campaign; snowmobile - Sled the Rockies campaign; program updates; travel guide; travel guide future; and next steps.

Tourism has four partners in the winter campaign: Stanley-Sawtooth, Yellowstone-Teton, SWITA, and Bear Lake. Bill Drake asked Council to help them add new partners, especially in the north. May and Nelson contributed ideas for adding partners. (0:05:00)

Regarding the Travel Guide, Ballard added idea of creating newsprint listing of lodging data base for visitor centers, customized self-published books created for specific events, and option for public to make their own books. May emphasized polling public reaction to electronic version. (0:28:00)

Josh Mercaldo updated the Council on **Winter Marketing**. Slides covered: winter marketing overview; Idaho winter sweepstakes; goals; campaign roll out; what's happening now; and offer overviews. (0:32:00)

Ballard added that Drake Cooper can continue to use Lumpkin footage. (0:49:30) Mercaldo explained costs. (0:51:00)

Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011

Mercaldo reviewed **Media Updates**. Topics included: traditional media plan; FY12 media plan; FY12 media overview; FY12 media details: media/production budget; FY 12 target markets; FY 12 media mix; and what's happening now. (0:44:00)

Mercaldo followed with **Conference Updates** including: ESTO, educational seminars for tourism organizations, organized by US Travel Association; E-TOURISM SUMMIT, annual digital travel & tourism Conference; and networking. (0:59:00)

Short discussion on City Pass, located in Victor, ID, ensued. (1:08:00) Drake reminded Council that Mercaldo traveled on his own money. (1:10:00) Mercaldo showed the Council slides of the Google campus. (1:11:00)

Whitewater Sports Branding, Mitch Knothe, Marketing Specialist, Audio File "ITC Oct 2011 (8) Whitewater Sports Branding"

Knothe explained how the Wild River Licensing Fund functions. Fifty percent of the funds goes to marketing, and fifty percent goes to safety education. The advisory council distributes funds, about \$25,000 annually, in the form of grants.

Knothe introduced Dave Mills, Grant Simonds, Grant Porter, and Chad Long.

Grant Simonds, Executive Director of Idaho Outfitter's and Guide's Association, explained IOGA's purpose and described the importance of whitewater recreation in Idaho. The panel wanted to discuss IOGA's branding. Simonds has discussed incorporating a branding speaker at the IOGA annual meeting and working more closely with Drake Cooper's campaigns. (0:03:00)

Grant Porter's company wants to help brand Idaho as a whitewater state. They want to build a web presence that captures the Idaho whitewater experience. (0:10:00)

Knothe said their discussions led to the idea of a "sizzle piece" which links to IOGA's current directory. Ballard confirmed Idaho's image as "whitewater state". She doubts other states would push-back. ITC needs to collaborate and drive public to outfitter's sites. (0:13:00)

The panel gave examples illustrating general public's misconceptions and lack of understanding about Idaho. Dave Mills described changes in market including women choosing the trip, using vacation for digital detoxification, finding/soliciting information as result of seeing an Idaho image on their handheld phone, and hunger for personal service. (0:19:00)

John May asked the outfitters to clarify the purpose of their presentation to ITC. Ballard explained that as Gieco has several brand images maybe ITC and Tourism could add a sizzle piece to the state's whitewater site. (0:29:00) Knothe wants to

Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011

know how to drive people to the state's whitewater website (then back to outfitter's sites). (0:34:00)

Simonds wants IOGA to market Idaho without duplicating current efforts and to drive visitors (to member sites). Ballard had suggested setting up microsites with search optimization. (0:35:00)

May stated that it would be helpful for the IOGA to document how many of their clients stay in hotels. The ITC needs to show that its investment marketing whitewater results in hotel stays. (0:42:30)

May and Ballard echoed the need to push existing pieces like the public television feature on white water sports. Conklin asked if IOGA needs (to pay for) branding or if they need to claim their current brand. Is IOGA asking for messaging help, that is, help crafting their message about their product? (0:44:00)

Ballard suggested IOGA link to the Kids in Nature program. (0:46:00) Discussion summarizing points mentioned above ensued. (0:48:00)

Ballard requested IOGA commit to push whitewater jib-jab and other Tourism whitewater marketing. (0:54:00)

It was requested that when the Division of Tourism markets to Boise visitors, Tourism suggest visitors consider day trips on the Payette. It was also suggested that a link be created that would help visitors find the river closes to them. (0:56:00)

It was also suggested to find ways to help develop public awareness of Idaho's rafting opportunities. Others echoed this point. They appreciate the opportunity to gather and share ideas. (0:57:00)

Dave Mills pointed out that VisitIdaho.org links to IOGA's site which is a working site for licensed, professional outfitters; it is not for potential visitors. Mills pointed out that Idaho Middle Fork's site is visitor friendly and is a functional site for visitors. Ballard suggested finding a way that visitors could click a date and find an outfitter. (1:00:00)

Knothe showed Drake Coopers white water brochure. (1:06:00) Ballard suggested purchasing a time slot at Boise Airport to show rafting video. (1:09:00)

IOGA's annual meeting is last week in January at Red Lion Downtowner, Boise. (1:14:00)

New Business Frances Conklin, ITC Chair (:00), Audio file "ITC Oct 2011 (9) New Business"

Next meetings

Idaho Travel Council Minutes
Terrace Lakes, Garden City, Idaho
October 12, 2011

Thursday and Friday, January 12 and 13 in Boise. The joint meeting is on Friday with the Economic Advisory Council and the Technology Council.

March meeting will be in Sun Valley, Monday 12 March starting in the afternoon with a full day Tuesday 13 March. Frances, JJ and Paul will check their flights to see when they could arrive for the afternoon meeting. Activities could include a gondola ride, lunch at Round House, a meal at River Run, and time in Ketchum. The agenda topics could include next year's winter campaign planning, grant summit recap, and a legislative recap from Jeff Sayer. (1:00 and 11:30)

The May meeting is in Coeur d'Alene starting Monday 7 May with the ITC Anniversary Dinner, grant presentations Tuesday 8 May and ICORT beginning Tuesday evening. The August meeting will be in eastern Idaho at Teton Springs. (1:45 and 3:30)

Code and Conklin discussed asking communities to give bids for next fall's meeting. Ballard asked if ITC would choose the venue as they are familiar with the communities. It does create a large amount of work for the staff to create RFP and go to bid. Drake pointed out that ITC needs to think strategically where the council needs to be for specific reasons. As meeting date gets closer, Laurie could call regional representative for community information. (2:00)

Mercaldo and Drake announced that VisitIdaho.org won W3 Gold Award, a national award from visual arts committee. ESTO Awards were also shown. (9:00)

Motion. It was moved (Code) and seconded (Newman) that ITC meeting adjourn. Motion passed. (18:00)