

<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 Dick Anderson, Region VII Paul Norton, Member At-Large	<u>Council Members Absent/Excused</u> Courtney Ferguson, Region VI <u>Commerce Staff Members</u> Karen Ballard, Tourism Administrator ReNea Nelson, Tourism Laurie Zuckerman, Tourism
<u>Guests Present Mon 2 Oct</u> Bill Drake, Drake Cooper Josh Mercaldo, Drake Cooper Ellen Libertine, Stanley-Sawtooth CC Bill Cox, Fahlgren Martine Barbara Garcia, Sawtooth Natl Rec Area Herb Mumford, City of Stanley, Mayor Kris Stein, Salmon-Challis Natl Forest Amy Baumer, Salmon-Challis Natl Forest Arlene Schieven, SVMA Gary O'Malley, Sawtooth Society (walking tour) Paul Hill, Sawtooth Society Aron Ames, photographer, Stanley CC	<u>Guests Present - Continued</u> Melissa Perkins Fitzgerald, Challis CC Jolie Turek, Custer Economic Development Monica Hampton, Lost River Tourism Council & ED Joni Hawley, IDPR, Land of the Yankee Fork SP Linda Horn, SVMA Michelle Holt, Lost River Economic Development Charlene Hermosillo, Salmon Valley CC Judy Barkley, City of Salmon Tammy Stringham, Lemhi County Econ Dev Assoc Erica Cole, Idaho Rocky Mountain Ranch Darrel Hopkins, IDPR Charles Thompson, Stanley CC

Tue 2 October 2012

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 are listed below.

Welcome and Introductions, Frances Conklin, Audio "ITC Oct 2012 (1) Welcome and Introductions"

Meeting called to order by Chair Frances Conklin. Conklin thanked the community for their hospitality.

Members introduced themselves and shared a fact about their region.

Approval of Minutes – Bill Code motioned and John May seconded to approve August 2012 Minutes.
Motion passed. (7:00)

Welcome to Area – Herb Mumford, City of Stanley, Mayor, Audio File "ITC Oct 2012 (1) Welcome and Introduction" (8:00)

Mumford recalled reasons international and interstate visitors visit Stanley. He explained how the traveler option tax helps Stanley track number of visitors and provides funds to maintain infrastructure like roads. Stanley is promoting events that attract visitors in fall, winter, and summer.

Administrator Update– Karen Ballard, Tourism Administrator, Audio File "ITC Oct 2012 (2) Administrator Update"

Budget

Ballard reported on tax collections: up 6.49% for September, up over 5% for year, and up 1% over FY12. She passed out a grid illustrating that the Tax Commission was aggressive collecting taxes in July and August. Cathy Bourner is creating a dashboard to show council members updated collection information.

Ballard handed out a table comparing and contrasting FY12 Budget, Expenditures and FY13 proposed budget. She proposed 3% growth rather than 6%. Twenty five year average is 7.25%. She led a discussion with the council on the line items starting with *Year Round Programs*: program operation (6:00), education/research (7:00), year-round promotion/partnership (9:00).

In response to May's question, Ballard explained that there is currently no interest in changing the situation wherein the ITC has taken full responsibility for the operating costs of the Gateway Visitor Centers. She foresees revenues from the new Passport program could be used to help Parks and Recreation once again fund their share. (10:00)

May wants to see past partners, Parks and Recreation and ITD, fund their fair share; he views this to be *mission-creep*. Ballard agreed pointing out that ITD built another visitor center in Dubois expecting Tourism to contribute \$25,000. She once again reminded all that Tourism does not have people in the field to monitor the centers. Conklin recalled that ITC offered to continue help with visitor centers if Parks and Recreation collected 2% on their sites. (13:00)

In response to Andersen's question, Ballard explained that if ITC stopped paying for centers some might be shut except for restrooms and others might be run by local communities. Ballard does not see the budget growing. She did state that ITC could take the issue to the legislature to ask for funding or to request that the legislature mandate other partners pay their share. May said it would be helpful to have an open discussion with Nancy Merrill from Parks and Recreation, a representative from ITC, and Jeff Sayer at the winter ITC meeting. (17:00)

Ballard described *Program Operation* costs including fulfillment (21:00) and website (22:00). Conklin requested a demonstration of Salesforce.com in January.

Ballard stated that there were no large changes with *Advertising, Marketing and Promotion* costs. The council reviewed each of the line items including the print program, web program, winter marketing and promotion, public/industry relations, and international. (25:30)

Ballard acknowledged that nothing would change with Foreign Office Support during this legislative session. May voiced the council's displeasure. The council was told this expenditure would only last a few years; it has now been four years. It is not appropriate to use funds that are collected to bring tourists to the state to run the state's foreign offices. Since this started with the Division of Financial Management to help with Project 60, Ballard suggested discussing it with that division. (32:00)

Jaeger asked how the Division of Tourism determines where to take writers on FAM trips. Ballard listed many criteria including the writer's needs, writer's interests, weather, proprietor interest, and "spreading the wealth." (40:00)

Ballard and council reviewed *Other Promotions* and *Other Publications*. (41:30)

Andersen wondered if the budget has enough in contingency. Ballard thinks there is but notes that extra funds could be pulled from advertising toward the end of the fiscal year if needed. (46:00)

Motion to Approve Budget. May moved and Code seconded to approve the budget. Motion passed. (47:00)

Marketing Plan

Ballard informed the Council that the marketing plan is fluid and includes some elements of brand unification with Commerce. (48:00)

Scenic Byway Update

Ballard discussed marketing of scenic byways. In spring IPTV will produce the show on Idaho Scenic Byways. The National Scenic Byway Program has been rolled into Map 21 (fhwa.dot.gov/map21/). The bill does not include funding for Scenic Byways as currently understood. (50:00)

Proposed Program Transition from Transportation

Idaho Transportation Department requested ITC vet potential new Scenic Byways. May is concerned that this is the first step in passing responsibility for Scenic Byways to ITC. May wants to know if they just want ITC opinion or if they intend to hand over responsibility. Ballard would like to discuss this with governor. She explained how the program fits into ICORT and other Tourism functions. (54:00)

ITD is working on Rest Area signage this winter. ITD received a grant which reduced ITC share of the cost to 20% as opposed to 50%. (57:00)

Drake Cooper Agency Updates, Bill Drake and Josh Mercaldo, Audio file "ITC Oct 2012 (3) Drake Cooper"

Updates: Travel Guide, Research, My ID

Bill Drake described the importance of the Mercury Award and difficulty to earn/receive one. Fifty states with much more money than Idaho compete for twelve awards. Idaho won best overall program in the country. Mercaldo showed slides of Mercury Awards. (0:01:00)

Mercaldo described current projects (7:00) including Chicago Sun Times (12:00), Sled the Rockies (13:00), and Visit Idaho.org (13:30). Ballard described *For 91 Days*. They are two writers that spend 91 days to document what they discover in that one area. They write a travel guide e-book about that area. For a small fee, their blog will include banner ad linking to the Idaho Travel Guide. (18:00)

Conklin asked about newsletter subscriber profiles. Mercaldo said they don't know much more than name and email because subscribers sign-up when on the website. They are located all over the country. Some entered when signing-up for contests. (20:00)

Mercaldo touched on highpoints from Travel Guide. (21:30) Drake stated that they have not had much industry protest from format changes. Mercaldo said that Drake Cooper will be suspending work with Affinity Amp while Affinity Amp regroup. (24:00) Ballard noted that one of Affinity Amp's principals is moving to SlideKlowd. (26:00)

Mercaldo covered each of the points in the *Research* section. (27:00) He then recapped results from the *MY ID* campaign. (28:00) Mercaldo told Conklin that site visitors want more active options like entering a contest (takes longer) or creating video or postcard (very quick). Drake added that the campaign has to

target our market; a busy parent wants to give the family something to do that engages with an upcoming vacation. Ballard mentioned that at ESTO they discovered the younger, techie crowd loved the My ID campaign and played with it in their offices. (32:00)

Mercaldo said it is also important to be present where visitors are. Tina Caviness's involvement in Trip Advisor is critical. Drake said that marketing has changed from an archery model that aims to fit a target to a ping-pong model where one keeps engaging with individuals. (37:00)

Drake described ways that agency scrubs and reuses visitor information. Conklin appreciates that the agency remarkets previous leads and uses Ping-Pong strategy. (41:30)

Norton asked if the agency will use television. Drake stated that they once used television in Seattle. If ITC were to use television in the future, it would need to be geographically specific, likely western Washington which is the 16th largest market in the US. Television is an expensive way to reach a market. (46:00)

Ballard notes that like Michigan, ITC has winning campaigns in GIG and Vitamin ID that could be used as the foundation for marketing with television. She would like to ask the legislature to add funds to help. In Michigan, they were able to show that the advertisement campaign brought more money into tax coffers than the campaign costs. Ballard and Mercaldo said that a station in northern California wants to show GIG after ice skating show on the Saturday weekend before Thanksgiving. (50:00)

Peg Owens elaborated on in-content programming. She explained what is currently happening with *Defining Moment* that the Council previewed last winter. Tourism has been trading marketing with IPTV. (54:00)

Vitamin ID, Sled the Rockies

Mercaldo detailed this year's Vitamin ID campaign activities including sweepstakes, social media, ski shows, and print outlets. (56:30) He also listed the sweepstake partners. (1:06:00) There were no questions on the winter campaign.

FY 13 Media Updates -- Media Outline

Mercaldo covered plans for spring and summer including tactical details, program goals, media framework, target audience, and budget. (1:10:00)

Charles Thompson from the Stanley Chamber of Commerce asked if it is worth marketing to the BSU/BYU football crowd. Drake explained the 4 – 1 rule, four hours of product for one hour of travel. Newman agreed that marketing to this crowd is beneficial to bring off season visitors. Thompson also asked if ITC has done research to find out how national attention to the Bronco phenomenon is affecting Idaho. Ballard said that it is, but ITC cannot afford to market during those games. (1:18:00)

Mercaldo brought up the idea of changing how Drake Cooper designs their marketing plan from Prime Season/Winter to Annual /Prime/Winter. Drake thought they might want to shift some marketing dollars to fall shoulder season and target baby boomers or families during teacher conference time. Several members agreed. (1:22:00)

Sun Valley Marketing Alliance Updates – Arlene Schieven, President / CMO, Audio file “ITC Oct 2012 (4) Sun Valley Marketing Alliance Updates with Arlene Schieven”

Schieven stated that the City of Sun Valley cut SVMA’s funding by \$100,000 which is 10% of their budget. Ketchum City Council and Sun Valley Resort increased their contributions by \$25,000 each. They will be able to continue through this year and into the next. (0:00)

Schieven described their mountain biking promotion campaign; it was very successful. (2:00)

She then described the Skip Town campaign: the number of people engaged, marketing value, and international broadcast coverage. They also had a campaign to bring people from Boise to Sun Valley running at the same time. (5:00)

SVMA held the Ride Sun Valley bike festival during the US National Mountain Biking Championships. More than 1,200 riders and 5,000 spectators attended. These events helped SVMA target younger travelers. (14:00)

Other public relations and hosting activities included Outside Magazine, Bike Magazine Summit, and GoPro. (16:30)

SVMA completed a research project to find out why destination skiers don’t think of Sun Valley. SVMA’s target markets are dictated by air access and MRGs (minimum revenue guarantees), namely, Washington and California. (18:50)

SVMA needs to focus on the 35 to 55 age group that does not know about Sun Valley like the 55 plus market. Their objectives are to focus on brand awareness/understanding, get core skiers to Sun Valley, reach to younger audiences, and engage second home owner markets. They will be using video and a blog to engage the public with humor. (22:00)

Schieven answered questions about their footage of the Seattle interviews, ski shows, and the rift between the Sun Valley Chamber and SVMA. She noted that the community has come forward to get involved and to change the situation. (30:00)

Salmon-Challis National Forest, Kris Stein, District Ranger. Audio file “ITC Oct 2012 (5) Salmon-Challis National Forest with Kris Stein”

Stein introduced Amy Baumer, Public Relations Officer for SCNF. She used a map to show where the Salmon-Challis National Forest is located in relation to local towns and neighboring states. She used slides to describe some of the highlights and statistics about the forest. (0:00)

Stein outlined how the Salmon-Challis National Forest is managed by six ranger districts. (5:00)

Stein chronicled some of the forest’s history. It was first settled by Shoshone Indians. Fur trappers came to the area in the 1820’s. Its gold rush began in 1870 with continual bursts continuing today. (6:00)

Besides mining, their economy also includes ranching, fishing, hunting, and other tourist activities. The Frank Church wilderness is the largest park in the lower 48 states. (8:00)

Stein described the “front country” with trails for ATV’s, hiking, and so forth. 90% of Custer County is public lands; therefore, the communities work closely with the US Forest Service to market the area. They also have events like Custer Days which attracts approximately 1,000 people. (11:30)

Stein discussed the current fires. The Mustang Fire is on the north side of the forest. The Halstead Fire was on the Stanley front. These were a challenge to the community because of smoke during the key visiting time. The main message was that the area is open for business. (15:45)

Stein answered Ballard’s question that the rivers should still be fine for rafting. She told Conklin that they were able to move most hunting outfitters to other locations. May asked about wood utilization for trees that have burned. Stein said that isn’t an option in roadless areas. They are working on options for areas that do have roads. (20:00)

Stein said that some camps are closed. Although this was not a closed camp, the fire fighters were encouraged to stay in camp to sleep and shower so they would be fit for duty. (24:00)

Sawtooth Society, Gary O’Malley and Paul Hill, Executive Director, Audio file “ITC Oct 2012 (6) Sawtooth Society with Gary O’Malley”

O’Malley introduced the Sawtooth Society whose focus is solely the Sawtooth National Recreation Area. It started fifteen years ago and now has 600- 700 members. They are involved in public policy, and conservation opportunities. Ninety-five percent of the private properties are covered by conservation easements. (0:00)

They administer the goat license plate fund and have funded 150 projects to help with visitor safety, area enhancements, and other volunteer projects. (5:00)

Hill stated that the founding members are still connected with the current Sawtooth Society. The Society is concerned about budget cuts to the forest service, increased visitation, motor versus non-motor transportation, and appropriate development. (7:30)

It has become apparent that the private sector needs to partner with government and other groups to protect the area, educate about the area, and maximize use. They have developed a website to reach the public and developed voluntourism opportunities. (11:00)

It costs \$25 to \$10,000 to become a member. They have a major fundraiser every July which provides about 40% of the budget. (15:00)

Ballard noted how they worked to open the visitor center. Hill added that partners came to together to keep the center open with many different programs for children, adults, and families. (17:30)

Ballard asked if retail stores help fund interpretive services. Hill said the stores net about \$30,000. (22:30)

Redfish is named for the sockeye that come to the lake; at 1,000 miles, it is the longest run in the world. (24:00)

IRTI Idaho Recreation and Tourism Initiative, Karen Ballard, Administrator, Audio file "ITC Oct 2012 (7) IRTI with Karen Ballard"

Ballard explained how the Parks Passport program works. When vehicle owners register their cars, they will be offered a yearlong park pass for ten dollars. Parks and Recreation estimates the program would generate \$1.9 million if 20% of people who register cars purchase the passport. (0:00)

The IRTI modeled the Parks' Perks program on Minnesota's and Michigan's programs. Washington and Montana have similar programs. (3:00) The pass also works for boats. (5:30)

SNRA, Sawtooth National Recreation Area, Barbara Garcia, Deputy Ranger, Audio file "ITC Oct 2012 (8) SNRA with Barbara Garcia"

Garcia introduced the Sawtooth National Recreation Area. Although run by the forest service, SNRA is not a park. It is comprised of 756,000 acres of public lands. More than 20-30,000 people visit the main information offices in Stanley and Redfish each year. (0:00)

Garcia briefly chronicled the SNRA's origins. In 1972 Congress designated land from the Boise, Salmon and Challis forests into one forest with the mission to preserve and protect six values: historic, natural, pastoral, scenic, fish, and wildlife (2:30)

SNRA is the largest of the fourteen Recreation Areas in the US and the only with more than 100 conservation and scenic easements. Garcia described the area's flora, fauna, and current research studies. (4:00)

Garcia listed many of the Sawtooth Wilderness's recreation opportunities including multiple varieties of these sports in summer and winter: fishing, packing, climbing, kayak/canoeing, and geologic and historic tours. (7:00) She described different areas in the park and plans for future work on some of the trails. (13:00)

Wed 3 October 2012

Wednesday Welcome and Introductions, Frances Conklin, Audio "ITC Oct 2012 (9) Welcome and Grant Program Updates with ReNea Nelson "

Meeting reconvened by Chair Frances Conklin. Council and audience attendees introduced themselves. (0:00)

Motion. Code moved to elect JJ Jaeger to be the new ITC Chair. Norton seconded. Motion approved. (3:30)

Motion. Newman moved to elect Paul Norton new Vice Chair of the Idaho Travel Council. Code seconded. Motion approved. (4:00)

Grant Program Updates, ReNea Nelson, Grant Program Coordinator, Audio file "ITC Oct 2012 (9) Welcome and Grant Program Updates"

Nelson's proposed grant award/guideline changes are an aggressive effort to:

- further streamline the process by establishing an Online Request for Funds process;
- give grantees more flexibility to do what they do best which is to market their areas with less restrictive guidelines that are paperwork driven for both the grantee and the ITC; and
- keep the application structure the same (by element) so there are clearly defined elements and scope of work.

These changes were covered in her memo to the Idaho Travel Council dated Sept 20, 2012. She ended by requesting that the council award funds as a whole; they would no longer award by element. The elements would still be in place for budgeting purposes. (6:00)

Discussion ensued. (16:00)

Motion. May moved to modify appropriate sections in order to change the grant-awards so that they are presented as a whole and not by element. Norton seconded. Motion approved. (24:30)

Nelson described changes she would like to make to Admin Fulfillment as well as her reasoning. Specific language changes to Grant Guidelines are detailed in Nelson's memo to the Idaho Travel Council dated Sept 20, 2012. (25:30)

Motion. May moved that Admin Fulfillment awards be adjusted so that smaller awards receive 75% of Admin Fulfillment amount when they make their first request for reimbursement and the remaining 25% will be tied to final request. Larger grants that receive \$25,000 or more Admin will receive the whole reimbursement when they submit their first RFF. Code seconded. Motion approved. (29:00)

Nelson conducted grant training in August and September. She visited every region which included multi-region groups. Thirty-three grantees were trained and seemed pleased with the program and the enhancements made to streamline overall process. (34:00)

The Grant Summit is set for January 30. It will focus on social media. Nelson gave the Council an agenda to review. (34:30)

Nelson reviewed the status of the 2011 grants. Out of 28 grants, two grants are closed with eleven extensions. (35:00)

Using the Commerce Strategic Plan and Director Sayer's mantra of, "Running at the Speed of Business," Nelson evaluated what could keep the grant program moving forward. Sayer requested that tourism grants be included in the report that will be given to the legislature; this had a positive reception from Ballard and Nelson.

The report reflects cash match documented is well above the required 12.5%. Nelson is working to automate that report. She noted the number of grantees has decreased because the Board has been successful getting small communities to join with regional organizations. (37:00)

Nelson outlined the current work to update and fine tune the grant web site as well as to create the ability to do on-line RFFs. (41:00)

Because of the renewed partnership with the Department of Insurance, Bob Cooper will be available for ongoing programming/technical support for this project at no cost. An online application is being built to tie into the current online grant application and amendment process. This project is set to be accomplished by the Grant Summit on January 30 where Cooper will walk grantees through new process.

Nelson has been in dialogue with the fiscal office regarding the processing structure. There will be two mailboxes for group management, one for the Grant Manager and one for the fiscal office. Email notifications will be set in place to notify of submissions, review, forward to fiscal, and payment release. A Help Page for grantees is being added. The Grant Award Convert Button has been moved to Admin side.

General overview of development is being added to the written code so there is a programming backup of development done for all programs. The program will report on grant award totals and match. Cooper is creating an email/fax system to upload PDFs as alternative route for grantees who cannot send large documents.

Re-establish Central Idaho Rockies, discussion lead by Karen Ballard. Administrator, and Dick Andersen, Region VII Chair, Audio file "ITC Oct 2012 (10) Central Idaho Rockies and Closing Topics"

Ballard introduced the topic. Andersen explained why ITC prefers one regional organizational as opposed to several per region. (0:00)

Melissa Perkins, Challis Chamber of Commerce, described the original organization that was established in 1987 and again in 1995. Perkins showed materials from this organization, which was incorporated with the Idaho Secretary of State. (5:00)

The area's communities know they need to re-organize and met during the summer of 2011 to elect officers, review guidelines, and review goals. Since then, both their president and vice president relocated. They also lost a third representative. (10:00)

Nelson asked about the status of CIRA at her last visit to Region VII. She had an older list of contacts and requested an update. During that meeting it was shared that there had been struggles. (15:00)

Ballard explained to CIRA visitors that this is an opportunity for them to learn how other regional organizations work, which would give them ideas for reorganizing. She explained the importance of having tourism listed as one of the organization's purposes in their by-laws and as part of their economic development. Discussion about CIRA grant involvement ensued. (17:00)

Conklin explained how NCITA realized the importance of including small communities in promoting tourism to the area. They also recognize the importance of small community volunteers (with/without Chambers). The grant manager acts as the thread holding all together. The board has two representatives from each county, tribal representatives, and some other floating board members. They have one to two physical meetings per year. The smaller, executive board meets monthly. Membership has declined with beginning of electronic meetings. (24:30)

Joli Turk echoed Conklin on the challenges getting members involved and training new members. (30:00)

Perkins asked council members how they address the organizations in their regions when they need to restructure. Code said that there are challenges with smaller communities and turnover is high; if they are not strong enough, Code has had to push forward without them. Ballard explained that the Department of Commerce can help them find new members. Mitch Knothe, the Region VII representative, can lead workshops to rally the area and train volunteers. (31:30)

May described how geographically large Region III is and how SWITA has changed over time. May challenged participants to determine what they can offer members. What services do they provide that chambers don't provide? It helps to have one paid person to hold the organization together. (35:00)

Perkins stated that at the previous meeting they discussed strategic planning and services CIRA could offer communities. (37:00)

May suggested they first make sure their bylaws are eligible for a grant. The board needs to have one common focus. A regional group is only as good as the support of the region. In other words, will smaller groups be willing to pool their grant money into the larger, regional group's grant? Grant money can be better spent as a large, regional group than as many, small groups. The large group needs to share the funds equitably. (39:30)

Ballard described how different grant organizations work together to cover niche markets on behalf of the whole region. May and Conklin gave examples. (45:00)

Perkins stated that one problem is relocation of core members and getting representatives from throughout their region. Conklin encouraged the participants to partner with people with similar vision and invite others. She emphasized the need to be true to their own marketing message. (48:00) Ballard added that in time they may become the large-go-to organization in the region. May used Region III as an example; he awards money for smaller groups to SWITA which forces small groups to work together. Newman did same thing which eliminated one audit, saving the region \$10,000. (51:00)

Nelson gave history of north Idaho where they had two groups. The ITC gave them two opportunities to join into one group. She explained that the council cannot choose who will lead the regional organizations. (54:45)

Ellen Libertine asked May how he got smaller and larger groups to work together. May asked smaller groups to funnel into the larger groups once they were confident that the larger group was going to be present, functioning for long term, and going to funnel funds back into the community. All members vote on a board (not too large or too small). The board (quarterly meeting) elects an executive committee (monthly meeting). It is easier for smaller community volunteers to be involved in a marketing committee that takes recommendations to the board. (57:00)

Libertine asked if all board members need to be involved in vote. May said that it depends on their bylaws. Ballard read examples of how SWITA runs membership from their website. Perkins stated that their bylaws require 2/3 vote with seven person quorum. Nelson added that they must make sure their articles of incorporation include tourism. (1:02:00)

Linda Horn let CIRA know that SVMA wouldn't be active with CIRA but would be happy to partner with CIRA. Ballard elaborated on different ways other organizations have partnered. (1:10:00)

Libertine discussed some of the difficulties when organizations share websites. Conklin explained how their regional organization site and other sites link to each other. Ballard said that normally the council funds one regional website as a portal. Nelson added that SVMA would continue to keep its website funding because it is a pre-existing grantee. Discussion on how smaller and regional websites can work together ensued. (1:12:30)

Closing Topics. Frances Conklin, ITC Chair, Audio File "ITC Oct 2012 (11) Open Grant Discussion and Closing Topics" (1:30:00)

The January meeting was proposed for the afternoon of Wednesday, January 15 and the morning of Thursday, January 17. The Joint Council meeting would be in the afternoon of Thursday, January 17. (Note: this changed to January 10 and 11 after the meeting.)

The March meeting was planned for Schweitzer Mountain Lodge arriving Wednesday, March 20 with meeting held Thursday and Friday, March 21 and 22. (1:29:30)

Ballard updated the Council that September collections were 8.86% over last year's collections. (1:31:30)

Ballard added that Taiwan is now a VISA waiver country. This is important to Idaho's tourism biking market. (1:32:00)

Motion to Adjourn. Code moved and May seconded to adjourn the meeting. Motion passed.