



C.L. "Butch" Otter, Governor
Jeffery Sayer, Director

**Idaho Travel Council
University Inn – Moscow, Idaho
October 1 & 2, 2014**

Council Members Present

Douglas D. Burnett, Region I
Lara Smith, Region II
Jim Manion, Region III (phone)
Diane Newman, Region IV
Bill Code, Region V (Vice Chair)(Chair-Thursday)
Courtney Ferguson, Region VI
Dick Anderson, Region VII
Paul Norton, At-Large (Chair)(Only Wednesday)

Commerce Staff Present

Diane Norton, Tourism Manager
Jill Eden, Grant & Contracts Analyst
Tina Caviness, Analyst Associate

Guests Present

Josh Mercaldo, Drake Cooper
Idaho Powersports Alliance, Andy Kennelly, Peet Dryer
Sports Marketing – NAIA World Series, Brooke Cushman
AVA Application/Wine Tourism - Colter's Creek Winery, Melissa Sanborn
Food Tourism–Idaho Cuisine, Jeanette Dunn
Souvenir Tourism, Collette DePhelps (Did not attend)
Bicycle Tourism, T Jay Clevenger
NCITA, Terry O'Halloran
Moscow, Gina Taruscio
Hells Canyon, Michelle Peters

Wednesday 1 October 2014

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

Paul welcomes and thanks the council members for coming.

Paul welcomes Jim Manion on phone conference call. Jim apologies for not being in attendance in person.

There is a round table introduction of council members and guests.

Bill Code motions to approve the minutes for August meeting at the Coeur d'Alene Resort

Diane Newman seconds. No discussion. Ayes have it. **Minutes approved.**

Budget, Air B & B Update – Diane Norton

ITC Annual Meetings 2015, January, March (ITC Coordinating Meetings at regional level), May, August, October, Tourism Accomplishments, Tourism Development Staff

- Diane the budget was a huge learning curve, fun to put together. First start with the Air B&B update
 - Josh and Diane will be attending the E-Tourism summit in San Francisco. Talk to them about how their business model is as far as integrating some kind of a sales tax. Air B&B has been leading the charge in implementing different taxes in different communities. Since they don't have a state model maybe Idaho can be the poster child for the state model of bed tax.
 - Budget and why we went over on the budget we closed off on last year with sponsorships that Courtney brought up.
 - Diane went through and looked at the different PCA codes that we code things with. There was a lot of carry over; there was no financial carry over. We were billed for several different types of sponsorships last year. We went over on our sponsorship budget. As we move forward Diane will make sure that what should be charged in which fiscal year. Our expenses are done through Sales Force so we can track it and it is all done through Tourism PCA codes. Cindy and Jill designed the 'POSYM' where we write our PO's and see how they are doing in the system and we can print them at the end of the year.
 - Budget – Administration program – Who is our Tourism staff and who is working at 100%, with the exception of Matt

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Diane Norton, Manager

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Staff Management, Marketing/ Planning, Idaho Conference on Recreation & Tourism, Idaho Travel Council, Scenic Byways, Region 7 Rep

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Tourism Media Relations; Public Relations, Consumer Monthly e-Newsletter, "Adventures in Living, Quarterly Tour News, Fire Reporting/Mitigation, Region 1 Rep

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International Tourism Marketing, Trade Shows, Media Relations, Publications, Meeting Planning Development/Website, Niche Market of Cultural Tourism, Region 6 Rep

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Sports Marketing, Bicycle Marketing, and Niche Markets of Winter/Summer Recreation, Whitewater Trail & Wild Rivers, Golf, Domestic Motor coach Marketing, Region 3 Rep

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Tourism Brand Management, Culinary Tourism, Film Office, Idaho Conference on Recreation and Tourism, Photographer/Visual Assets Management/Instagram, Branded Merchandise Program, Region 4 Rep

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Tourism Database Management; Lodging & Contacts, Research, Data and Analytics, Oregon & Lewis and Clark Trail, Pinterest, Trip Advisor, Region 5 Rep

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Social Media Management, Vendor Management, Tourism Database Management; Attractions, Events, Fishing & Wildlife Watching Marketing, Bulk Publications Requests, Region 2 Rep

Jill Eden, Grants and Contracts Operations Analyst

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Staff not paid 100%

Melonie Bartolome	25
Matt Borud	50
Debbie Green	25
Shared Services	50
Jeff Sayer	15
Linda Sparks	25

ITC Board Members 100

- Lara – This information is fantastic when we are replacing anyone that is leaving. This information would be appreciated in every meeting packet.
- Dick – Question about Matt’s 50%. What is Matt’s job duties
- Diane – His title is business development administrator. He is split between Commerce and Tourism 50/50. That is how he delegates his time.
- Dick – In the past was Tourism responsible for anybody beyond Karen as far as the hierarchy goes?
- Diane – Yes. Diane will share the flow chart with the council.
- Bill – Does Matt oversee the Economic Advisory Council as well?
- Diane – Yes
- Courtney – In International marketing how does Nancy tie in with Chrissy?
- Diane – She interfaces with Jen Verdon who is the International Tourism manager.
- Doug – Question regarding tourism specialist by region. Is there a job description that all of these tourism specialists follow? What is their primary function?

- Diane – Their primary function are laid out in their descriptions. We also put together a content management team. We lay out our event and editorial calendar for 6 months out.
 - Doug – These percentages mean we pay a % of their salary out of our budget?
 - Diane – Yes correct
 - Doug – I’ve always had the impression that the state has always wanted to get their hands on this six or seven million dollars that comes in. I have been approved by several state officials about that. We need to be very conscious of keeping that focused on tourism and not let them spread it around the state bureaucracy that’s been created. Council agrees. I’m surprised that we are paying all these other people’s salaries. I didn’t know that. Maybe it’s new I’m not sure.
 - Diane – Check into that and get back with the council.
 - Lara – A lot of changes with these numbers over the last year?
 - Diane – Jeff’s percent went down, from 20% to 15%. Colton was 100% part time, then he was dialed down to 75% and now he is full time IT so we don’t pay any of his wages. He still does things for us and Fiscal said we didn’t have it in our admin budget to support the position this year. We have less staff and now we have Shared Services at 50%. Danita Davis the receptionist was at 10%.
 - Diane – Asked the questions ~ After tax collections have come in, why do we not have the admin program budget to support some of the staff that was on the previous list. This is how it was explained ~ we are only authorized through legislation to use so much of our budget on the admin side and on the state wide budget side. We have reached our limit. Spending authority cap was put in place years ago. This last year we had record tax collections. This year Director Sayer is going to ask the legislation to increase our spending authority.
 - Courtney – What happens to these dollars that are above the spending authority?
 - Diane – The money is just sitting there right now. I don’t know why this was not asked earlier.
 - Bill – We did this earlier Bill Drake?
 - Bill Drake – (explain how the Department started the spending authority) Yes about 3 years ago. Out of 100% of the money we collect only 10% is allowed for admin. 45% for the grant program and 45% into the state program.
 - Diane – No surprises on expenses coming up for fixed operating. Diane did elevate the conferences such as ESTO which will be in Portland next year. Planning on taking all the staff to this conference.
- **Diane – State Program Budget**
 - Add to program operations
 - Research - Perception study and Insight study
 - Elevated promotions and assistance
 - Dick – How did we spend \$50,000 of the \$53,000 budget already?
 - Diane – Some of it was carried over from 2014.
 - Bill – If we look at last year’s budget it would be way down
 - Diane - yes
 - Dick – within the state (gateway VIC)?
 - Diane – yes – explanation about the Gateway VIC’s and the MOU with the Transportation Dept., the local Chamber (volunteers), Dept. of Commerce and Idaho State Parks.

- Dick – I’m amazed the state isn’t on top of their billing, that they would be that delayed
- Bill – What about DuBois?
 - Diane – Transportation Dept. does not have any funding for it. Cathy Ford is at a conference in South Carolina this week (Topic-How do you fund your Gateway Centers) (Rest areas and Gateway VIC’s can sell sponsorships & sell merchandise), Cathy is finding out what other states are doing. Transportation Dept. has an agreement with the Blind Commission that they are the concessionaires. Goal is to make the Gateway VIC self-sufficient.
- Diane – Keep watch on mailing (fulfillment) costs. May need to shift funds as we need.
- Diane – We are taking all the toll free numbers (The hunt group) in house for the last couple years. Going out to RFP and RFQ but we have major problems. We are listed on several Gov. Agencies as their call center. We 18 toll free numbers so we are researching these issues. A lot to expect from staff so we are trying to expedite this.
- Jim – Sports marketing has a zero budget
 - Diane – Nothing there. Rolled into trade show. Consolidating groups
- Diane – website – added a line in the budget ‘Inspirational content development’. Resources to create the content.
- Diane - Elevated - New press kit needed needs to be online so we can email
- Diane - Clipping service is new this year (Meltwater)
- Diane – Foreign office support (China & Taiwan)
 - Bill – How much did that increase this last year (This was the beginning of leakage or Tourism dollars)
 - Diane – Confirm the cost for Foreign offices
 - Doug – I understood there was going to be a re-allocation for the money from RMI to Canada?
 - Diane – Trade Shows & FAM Tours
 - Diane – Film & film grants that are already outstanding. Need to keep some type of element in film to help see for video (specific tourism).
 - Diane – National Geographic. Make the GEO map into a flip book. Working with National Geographic.
 - Diane – Hwy map being reprinted and we are using the back side for the Taking the Scenic Route information (Scenic Route brochure no longer printed).
 - Dialed back on Niche brochures. We want to keep the service online, but keep the brochures that are really popular.
 - Diane – Do some kind of economic impact brochure
 - Courtney – What are the niche brochures?
 - Diane – Golf brochure we are still deciding because everyone is morphing away from the golf trail. Whitewater still deciding, probably enhance our image online. All of the brochures are available as a download on the website.
 -
- Diane – Annual meetings; January in Boise in conjunction with our Grant Summit. March coordinating out in the regions. May, August and October.
- Diane – Tourism accomplishments “Highlights”; Food & Wine Media Tour, Cycling FAM tour (social media), seven day trip on the Oregon Trail-Paul Steele UK, Canadian

“Things to do in Boise”, Writer from Philadelphia ‘Rollin on the River’ and Hiawatha-Steve Winston from Florida, Aussie ‘River of no Return’. Idaho can own the tire market (bicycle & motorcycle)

- Paul – Introduce the general manager of the University Inn Michael O’Brien. Was the general manager of the CDA Inn.
- **Grant updates – Jill Eden 10:00am**
 - 63% of grant RFF’s have been getting done in 20 days or less. Keeping on track in the 30 day window.
 - Changing logo requirement
 - Idaho code – All projects funded by the Idaho Regional Travel & Convention grant program must credit said program as determined appropriate by the ITC. Can’t get rid of logo because that is what it represents, you would have to have it legislatively changed.
 - Propose the size of the logo be changed from being the exact pixel to recommendation (what looks best on the publication). Maybe give the option (layout) of text instead of logo for credit to ITC. Just a credit statement ‘Funded by Idaho Tourism’.
 - Courtney – I agree with the text instead of the logo. Prefer the logo.
 - Jill – On collateral materials there is additional information required ‘For more information please call 1-800-visitidaho’ (State ID). Also required is the grant number and quantity printed.
 - Motion – Dick ~ 2nd – Courtney
Council – All in favor of removing the logo size requirement.
 - Proposed grant scoring applications change
 - Seeking the council’s input on the rates. Any language need changed? How does the council want this to look?
 - Doug – The fewer categories the better and they should have a need for everything.
 - Jill – We need this in place before we are accepting applications. The rates and criteria will go in the application package. What the priorities of the council are. Seeking feedback from the council.
 - Lara – What would you do with the scoring?
 - Jill – After you score the application (ranks the application). There still needs to be a discretion from the council.
 - Courtney – Score these before the presentations?
 - Paul - March meeting would be a good time to over their grant submissions.
 - Dick - How many times recently have they asked for extensions and reversions should be on this.
 - Bill – And how many times they have reverted money.
 - Jill – Scoring the final would be right before the rewards.
 - Diane – We are also going to make sure you have a face to face with the grantees. Moved the grant summit to January. Maybe go back to regional meetings at ICORT?
 - Lara – Executive session in August before we reward the grants we (the council) should discuss the grants that are given out.

- Bill – open meeting laws – discussion would have to be in a sanctioned meeting (executive session).
- Dick – eligibility will revert to Jill
- Bill – should be just pass or fail (overall eligibility) Alert Council to take a look at this organization.
- Jill – letters of support - requirement (not needed?)
- Bill – No this is new. (only requirement should be cash match)
- Jim – Accomplishment of the previous year (requirement for returning grantees)
- Bill – yes I agree this should be a requirement
- Doug – ultimate measure of success is bed tax revenue collection. Can we get bed tax collected by zip code?
- Diane – Ask the tax commission if they can drill down the tax collections to city and not only the county.
- Jill - I will send a link for your review on what the grantees are doing
- Bill Drake – State side you have great accountability. Grant side accountable (You need metrics and data from your grantees.)
- Courtney – Sometimes the grantees are very vague. I want to be able to track how the grantees are doing. I want ROI – from the narrative we want more input.
- Jill – Make that a training point at the next grant summit. Get training session started for the grantees for their narrative reports.
- Diane – Oregon and Montana (part of their scoring) was to incorporate what the Tourism office is doing. Carry our message. Would like our grantees to include this in their report.
- Paul – You need to discuss with the grantees at the grant summit. Depends if it fits into their own marketing.
- Jill – Cindy has a speaker lined up for the grant summit to speak to the grantees about coordination efforts and how that will assist their programs.
- Lara – dates? Diane not yet, it will be during chamber week. The last week in January. Confirm by the end of the week.
- Jim Manion will not be attending the remainder of the meeting

- **15 minute Break**

- **Josh Mercado/Kathryn LaMott – Power Point 11:15am**

- Vitamin ID – Get the Blahs Out
 - Multichannel campaign at IdahoWinter.org
 - Grow bed tax collections in winter months (5%)
 - Deliver inspirational content to winter travelers (110M impressions)
 - General content entries (45,000) and leads to partners (4,500)
- Sweepstakes Partners
 - Brundage, Sun Valley, Bogus, Lookout Pass, Pebble Creek
 - Schweitzer, Targhee, Silver Mtn, Tamarack, Solider Mtn
 - CDA Resort, Hotel McCall, Teton Springs, Riverside Inn
 - BW Plus Burley, Solider Mtn Ranch, Stardust Motel
 - Wallace Inn, Hotel 43, Vacation Valet, La Quinta Sandpoint

- Courtyard by Marriott/Boise, Shore Lodge, Selkirk Powder
 - Holiday Inn Express Hunt Lodge, Pomerelle
- Co-Op Program
 - \$100,000 annual state program
 - New effort launched at 2014 Grant Summit
 - Statewide participation
 - Silverwood, CDA Chamber, CDA Resort
 - Visit Pocatello, Pioneer Travel
 - NCITA, Hells Canyon Visitor Bureau
 - Idaho Wine Commission
 - RV Idaho
- Canada Co-Op
 - Canada
 - Edmonton and Calgary
 - Brand USA (USA DMO)
 - \$50K – Inspiration guide and Western Canada print co-op
 - Annual state program
 - \$100,000 flank campaign
- Research
 - Image/perception study
 - \$28,000 with DCI
 - 6 to 8 week timeframe
 - Online survey, 1K US adults in selected markets
 - TRIP (Tourism Research and Insights Project)
 - \$2,500 with Tourism Intel Group
- Collateral
 - 2015 State Highway Map
 - Printing, mgmt, storage by ITD
 - 350-800K units in Nov
 - Travel Guide
 - 2015 State Travel Guide
 - Streamlined book
 - Marketplace Advertising
 - Ad selling and coordination with IOGA
 - 125,000 units
 - Delivery late Dec 2014
 - Travel Guide cover – Council choice
 - Horseback Riding
 - Sun Valley, Central
- FY14 KPI Performance
 - Tax collections
 - FY14 - \$8,096,652
 - FY13- \$7,488,050
 - Up \$608,602 or 8.13% for year
 - April to August on VisitIdaho.org
 - Website Sessions

- FY14 – 810,029
 - FY13 – 631,445
 - Up 28.28%
 - Website Unique Visitors
 - FY14 – 587,917
 - FY13 – 495,103
 - Up 18.75%
- Engagement
 - ALL e-newsletter database- up 20% to 38,638
 - Online sweeps
 - \$3,500 prize package (single winner from OHIO)
 - 197,000 entries
 - 9,000 leads delivered to partners
- FY15 Media Outline
 - Vitamin ID wraps Feb, 27 2015
 - 18Summers begins March 2015
 - Show media framework today
 - Media %s, budgets, markets
 - Present full media plan – Jan 2015 in Boise
 - PR building – Oct/Nov 2014
 - Budget
 - \$1,400,000 (all domestic)
 - Media Mix
 - 95% digital, 5% print (80/20 in FY14)
 - Use reach and engagement media channels
 - Tailor creative to fit media strengths
 - Creative
 - Multiple calls to action to inspire travel (dream/discover phase)
 - Feature Idaho adventure
 - Online
 - Google, TripAdvisor, Sojern, Programmatic
 - Bigger buys with select media, consolidate reporting
 - Use all forms of available targeting - geo/behavioral
 - Print
 - Regional drive markets
 - Match paid media with editorial, leverage co-ops
 - NW Travel, Outdoors NW, Alaska/Horizon Air
 - Targets
 - Families living in Western US
 - With kids 5-18
 - Idaho residents
 - Outdoor adventure
 - Multi-screen lifestyle
 - FY15 Visit Idaho Dot ORG
 - Main consumer channel
 - Re-launch effort underway – inspiration focus
 - Leverage new technologies - video, UGC, 3rd party providers
 - Social scale

- Responsive design
- Programmatic at Drake Cooper
 - Through Impression-by-Impression media buying and an intuitive targeting system that finds a brand's most valuable customers online, Drake Cooper is capable of providing campaign insights and analytics to achieve control and customization of digital media campaigns.
- **Terry O'Halloran - NCITA Regional Report 12:30pm**
 - Represents 5 counties
 - Lewiston you can golf all year
 - NCITA brochure not printed with grant funds
 - New president, vice president and board members
 - Cut strategic marketing because of budget
 - 8,000 on new website (re-thinking it) maybe just a few fixes to the web page we already have.
 - Diane Norton – has anyone stepped forward for the positions? Terry - No not currently
 - 4 active people on the board.
 - Annual meeting in Lewiston
- **Terry O'Halloran - National Park Service Centennial 2016 12:45pm**
 - National advertising campaign will start (don't know when)
 - "Find your park" "Find your heritage" campaign will roll out soon
 - Individuals are encouraged to create their own events and find partners
 - Theme of the Rose Parade will be National Parks
 - Arts grants will be available to the communities
 - 5 National Parks in Idaho
 - www.nps.gov website to watch
- **Michelle Peters – Visit Lewis Clark Valley Report 1:00pm**
 - Visit L&C valley gateway to Hells Canyon
 - 1012 9.8 million (handouts from Michelle)
 - Lewiston give 10,000 cash match
 - Cruise boat industry is back
 - Trying to promote bicycling
 - 10,000 email on our leads marketing
 - Paul – Where are your cruise ships? Michelle – they start in Portland and come to Lewiston
 - Nat. Geo vessels:
 - American Impress
 - Queen of the West
 - SS Legacy
- **Gina Taruscio - Moscow Regional Report**
 - Working on community branding
 - Great community involvement to work together with branding the city.
 - Bringing in business starts with Tourism

- New brand – released in the next two weeks
- Gina introduced community branding partners: Jen Pfiffner, Melanie Zimmer, Camie McClure
- Diane introduced: Sara Birchfield from Commerce with Armando Orellana
 - Armando (Mexico Trade office) Identifies product that can be exported from Idaho and imported into Mexico. He is also looking into our tourism product.
 - Looking for spas, wine tasting, bicycling and motorcycling
- Gina introduced the Mayor of Moscow - Bill Lambert
 - Bill welcomes the Council and Tourism staff
- Bill motion –Meeting adjourned 1:45pm
 - 2nd Lara Smith

Thursday 2 October 2014 9:00am

- Meeting called to order by Chair Paul Norton, followed by welcome and introductions.
- Approval of Minutes – It was moved (Bill Code) and seconded (Diane Newman) that the minutes of the August 11-12, 2014, Coeur d’Alene, Idaho meeting be approved. Motion passed.
- **Diane Norton - Rec-Tech/Motorcycle Tourism**
 - What has been accomplished in the motorcycle tourism market. The past 6 years we have been active with motorcycle media tours. Women are the fastest growing market. The first two tours were the Selkirk loop (12 women motor journalists) in 2008 and the Yellowstone/Teton Tour in 2009. The last tour was in 2013, Cruising the Sawtooths.
 - We morphed away from the motorcycle media tours model because we cannot rent bikes, it is too expensive. We have moved into an influence model. Looking for influencers that are in the motorcycle market.
 - We brought in a media journalist, Liz Jenson, a Canadian motor journalist. She continues to do an awesome job on marketing Idaho in the Canadian market. Liz writes for a motorcycle insurance company in Canada. First time she was allowed to write her article that goes to 30,000 insured motorcycle riders in Canada. She was allowed to write about motorcycle riding in Idaho.
 - American International motorcycle (AIM) Expo in Orlando Florida. Andy Kennelly will be attending with Diane Norton. The only one in America of its kind. – received 80 or so leads from that. Starting to put together tours in Florida to come to Idaho. New audience we have tapped into.
- **Andy Kennelly – Peet Dryer**
 - Motorcycle bike and manufacturing in the USA
 - 7 billion dollar annual business
 - 4.4% growth in the USA last year
 - Employs over 10,000 workers
 - 417 businesses in the USA

- 2014 motorcycle sales showed improvement
- Last year in the United States 2013 there were 458, 972 motorcycles were sold. Up 1.4%
- 2004 -2006 were the peak years of motorcycle sales in the US. In 2004 - 1 million 500 bikes were sold. 2005 - 1 million 1. 2006 – 1 million 100. Extremely high numbers. In the next 5 years it is going to go back up.
- Information is from Motorcycle Bikes & Parts manufacturing research report that was presented in April.
- If we put our companies (6 Idaho companies) under the umbrella we can make a much better statement.
- Peet Dryer sells accessories for power sports; every motorcycle ATV, etc. Harley has come out with a new electric motorcycle sounds like a helicopter. People have a passion for motorcycles and touring. We see a growth in the power sports industry. Other companies in the booth will be U Clear out of Eagle, Timbersled out of Pend Oreille and Kootenai, Rekluse out of Boise, Lynx Hooks out of Hayden and Pro Moto Billet out of Nampa
- Not just USA we are promoting to it is the International market as well.
- AIM expo - market time expo. In October the largest show of its type in North America.
 - Bill Code – Good candidate for the travel guide cover (motorcyclist scenic photo)
 - Diane Norton – There are free motorcycle maps from a company out of Spokane, WA. Just completed the entire state of Idaho. They show off road as well. Want to start more on the motorcycle and bicycle market. We can take ownership on the Fat Tire market as well.
 - Lara – Off road motorcycling is huge.
 - Andy – Something that Idaho has that many other states do not have are ATV parks.

- **Bill Code – ahead of schedule – open discussion**

- Diane Norton – Future goal to work and develop the tire market in Idaho. We have an incredible opportunity within the bicycle market. Motorcycle on and off road. Explore the market for fat tires, we can own & is unique to Idaho, and riding all year. We have developed trails and future trails being developed.
- Diane Norton – Mitch attending
- Lara – The motorcycle or bicyclist are the best tourists. They want a room and did not bring any food with them so this is beneficial to restaurants.
- Doug - Do we have a calendar of events statewide for the Grand Fondo event and other bicycle events?
- Diane Norton – We don't have a page but this can be entered into the database.
- Diane Norton – attended the Inland NW Travel & Tourism conference. The International Selkirk Loop just completed their visitor profile. They gave a byways and bikeways recap on what's happening. The International Selkirk Loop is promoting their selves as a Two Nation Destination. Question of how do you travel in this region.
 - 55% personal vehicle
 - 12% Bicycle
 - 10% Motorcycle

- 10% RV
- Some will fly in and drive

Top activities

- Scenic Drives
- Wildlife
- Hiking
- Fall colors
- Artisans
- Most people will spend a couple days in the region, about 15%
- Research from Esto - travelers are condensing their vacation time, give them a lot of things to do in a 3 day range. Diane give the report to the Council.

- **Bill Code – Discussion about each councils regions**

- Lara – Fall Steelhead run might be the best since they've kept record. Good fall hunting and fishing this year.
- Doug – Gearing up for our 22nd Holiday Light Show
- Courtney – Wrapping up a good summer season with Yellowstone Bear World. Saw some good increases in the area. It is shoulder season now. GEO tourism center opened up in Driggs.

- Dick – Good summer with not so many fires. Huge remodel to the lodge. Gutting the entire bldg. down to concrete. On schedule and over budget. Downsizing; Making the rooms bigger, 148 rooms with 14 maid closets down to 94 rooms with 6 maids' closets. Building a 30,000 sq. foot spa; 2 levels and 14 treatment rooms. Hopefully as nice as the one in Coeur 'Alene. Expected to be done June 15, 2015. The Inn is open.

- Diane Newman - New visitor center open, huge area for people to roll up their shutes. Fortune 500 looking at the Chobani. Looking to expand. Dutchmen warehouse closed and new company moving in that will be making the Chobani cups. Starting renovation at the Burley Inn, Rooms, 124 sleeping room, lobby, fitness room and breakfast room. A year and a half to finish.

- Bill – Had some terrific events. The Pocatello marathon is going crazy. A lot of people are using this event for training for another marathon. East coast has been a big boom. Also kind of involve in region 3; McCall had a terrific summer, revenues are up.

- **Gary Picone/Brooke Cushman - Sports Marketing – NAIA World Series**

- Hosted by Lewis-Clark State College
- Event lasts 7-10 days with travelers from all parts of the USA
- 700 volunteers a year needed
- Sponsors \$150,000 annually – Avista is the Title Sponsor
- Challenges include more hotel space and lack of Convention space and very limited airline access
- All revenue sources are local and need additional resources to promote statewide
- Economic Impact Analysis
 - Direct economic impact \$493.253
 - \$147.976 of indirect impact also generated
 - Total economic impact \$641.229
 - Average attendance per day 6,496
 - Spending habit per day \$83.19
 - 30% of all spectators were non-Lewiston/Clarkston residents

- Out of town visitors stayed in the Lewiston/Clarkston areas for an average of 5.9 days
 - Growth – be more of a state event or regional event
 - Very interested in partnering with Chambers, Visitor Centers and the State Tourism office
 - Lara – When this event fills up it comes all the way up the river, it effects the whole region
 - Gary – Facility needs to be top notch. We are not enough, we need input for tourism opportunities. We need partners to help us with that.
 - Dick – Lewis/Clark State College in the event?
 - Gary – yes
 - Renewal contract for 2017

- **Melissa Sanborn - Colter's Creek Winery AVA Application/ Wine Tourism**
 - c. 1870's, the Northwest wine industry began in the Lewis Clark Valley
 - Present time - 50+ wineries
 - 1600 acres planted
 - Based on received assessments (2012):
 - 2,240 tons harvested
 - 334,891 gallons produced
 - Economic Impact
 - In 2008, the Idaho Wine Industry contributed \$73 million dollars to the state's economy
 - Accounted for 625 jobs and \$19 million in employee wages
 - Increase in winery revenues from \$15 million in 2002 to \$52 million in 2008
 - American Viticultural Area
 - Currently 215 AVAs
 - 13 in Washington
 - 1 in Idaho (Snake River 2007)
 - Lewis-Clark Valley Today
 - 16 vineyards
 - 80 acres
 - 4 bonded wineries
 - 50+ acres scheduled to be planted in next 5 years
 - 23 varieties *vinifera* currently planted
 - Harvest – after 4 years

- **Break 10:45**

- **Collette DePhelps Souvenir Tourism (Gina Taruscio speaking for Collette)**
 - Currently in the assessment stage – conducting qualitative interviews to identify interested businesses, capacity building needed for them to engage in multi-sector marketing and interest in forming a regional arts/heritage/food marketing & tourism

association. Next steps include using assessment data to secure funding for capacity building and pilot projects.

- Multi sector marketing initiative
- Opportunity to link the Arts, the Heritage and the Food Scene of the region
- Utilization of resources to market the region as destination
- Fitting together the different sectors, rather than building separate sectors
- Building the potential of the region
- Food focused ag region – result none of us have the resources we need. We need to pull together (food and tourism)
- Bicycle tourism including the experience. Science based approach

- **T Jay Clevenger Bicycle Tourism**

- Paved trails
 - Latah Trail, Bill Chipman Palouse Trail, Coeur d’Alene Trails
- Dirt trails
 - Moscow Area Mountain Bike Association, Whitepine Scenic Byway Area, Hells Gate State Park
- Clubs, Groups, Events & Racing
 - Bike for Life
 - Palouse Bicycle Racing
 - PCBMX
 - Vandal Cycling
 - Sky Ranch Cyclocross
 - PCEI Pump Track
- Rentals – at Paradise Creek Bicycles
 - Starting at:
 - \$10.00/hour
 - \$30.00/day
 - \$150/week
- Bicycle Tour from Moscow to Troy
 - 3-4 hour trip
 - Breakfast at the Breakfast Club
 - Guided trip 12 miles down the historic Latah Trail
 - Local wine or beer included at finish
 - Keep your glass and take a sampler wine or a growler of locally made beer home with you.
 - Lunch at Filling station
 - Limousine pickup
- Doug – Do you partner w/ accommodations for overnight stays or just day trips?
 - T Jay – Day trip now, 3 to 4 hours
- Bill Code – Great idea and hopefully this can pan out to be something special for Moscow. The Palouse is gorgeous

- **Bill Code Closing Topics and Future Meetings**

- Diane Norton – January meeting in Boise and will be the last week in January
- Bill Code – Has been a privilege to be on the Council for the last 8 years. Met a lot of great people and some great friends. Thank everybody for all the support I’ve

received. Wish you all the best in promoting Tourism moving forward. I see good direction and Diane is going to steward it. Thank you very much

- Courtney has a nomination to present
- Courtney – Bill I appreciate all your service, a great mentor to me. Privilege to sit with you one this board.
- Courtney – Motion to nominate Diane Newman for Chair
 - Dick Andersen – 2nd
 - Ayes have it. Motion approved
- Dick Andersen – Motion to nominate Courtney Ferguson as the Vice Chair
 - Doug Burnett – 2nd
 - Ayes have it. Motion approved
- Bill – Other discussion
 - Diane Norton – Thank you Bill for everything
 - Bill – Been a privilege, going to miss this very much. If you are in my area please let me know, I would love to drop in on your meetings.
- **Bill Code – Need a motion to adjourn 12:30pm**
 - Dick Andersen – Motion to adjourn
 - Lara Smith – 2nd
 - Ayes have it. Motion approved