

Idaho Travel Council
January 19 & 20, 2010
J.R. Williams Bldg., 700 W. State St., Boise

MINUTES

Council Members Present

J.J. Jaeger, Region I
Frances Conklin, Region II
John May, Region III
Diane Newman, Region IV
Bill Code, Region V
Tadd Jenkins, Region VI
Dick Andersen, Region VII
Paul Norton, Member At-Large

Guests

Robbin Gibson, Google Analytics
Brett Adler, Boise Rec Fest
Josh Mercaldo, Drake/Cooper
Bill Drake, Drake/Cooper
Tom Stebbins, Ski Idaho

Staff Members Present

Karen Ballard, Administrator, Tourism
Kellie Kluksdal, Tourism
ReNea Nelson, Tourism
Nancy Richardson, Tourism
Diane Norton, Tourism
Tina Caviness, Tourism
Mitch Knothe, Tourism

Tuesday, January 19, 2010

Meeting called to order by Chairman Tadd Jenkins, followed by welcome and introductions.

Motion – It was moved (Bill Code) and seconded (Frances Conklin) that the minutes of the October 13 & 14, 2009 meeting be approved as written. Motion passed.

Program Updates

Tourism Tour and Idaho Conference on Recreation & Tourism

Karen Ballard reported to the council on the Tourism Tour and Idaho Conference on Recreation & Tourism. Ballard reported successful meetings in North Idaho, North Central Idaho and Rexburg the second week of January. Staff will conduct meetings in Twin Falls January 20th and Sun Valley on January 21st. Average attendance at each session is 25 people. The Tourism Division feels very good about being on the road and touching base with constituents to Facebook 101 and various different social media documents we are posting on our tourism.idaho.gov website. The main goal of the tour was to have the attendees start following us on Twitter and Facebook so we can push out their messages. The leads program was well received and Ballard said staff is also reminding them to use updateidaho.com.

Idaho Conference on Recreation & Tourism

Diane Norton updated the council on this year's Idaho Conference on Recreation and Tourism (ICORT). Draft agenda is already posted for the May 4, 5 and 6 conference in Boise. Log into tourism.idaho.gov and click on Conference and Workshops icon. This year's conference will start off with a luncheon. Norton reported that new this year will be a Scenic Byway workshop. We have also partnered with the Lodging and Restaurant Association.

Karen Ballard told the council that the Scenic Byways element is something we are adding to help Scenic Byways Committee members to better figure out how to finance their programs. A new tool that has come out from the National American Byways program is an economic development software program that is very familiar to economic development professionals. It will allow them to calculate their ROI's and their economic impact.

Ballard said that we are also collaborating with Department of Agriculture talking about the culinary tourism and local markets. Ballard is pleased with the partnerships developed with Idaho Recreation Tourism Initiative, Department of Agriculture, Idaho Lodging and Restaurant Association and Scenic Byways.

Norton told the council that online pre-registration is scheduled to begin on February 1st. Our goal is to have 200 registered and to also make sure we have enough money in the fund so when ICORT 2010 closes we have \$10,000 in the bank for next year's conference in Lewiston.

International Market

Nancy Richardson reported that TRIP reports reflect a 13% increase over all for Europe with the largest growth in Italy at 41% after a -43% decrease the previous year. That decrease was the result in an adjustment of the way numbers were being reported, not a true reflection of lack of interest. The Benelux countries also increased by 24% over last year's 18% increase. The worst situation is occurring in the UK with a -3% decrease after a -2% decrease the previous year.

RMI (Rocky Mountain International) decided to conduct Training/Sales Missions in the UK and Germany this year instead of attending World Travel Market and ITB, as we have for the last few years. Martin Roberts reports that this was a good move at WTM, since he had a number of very good appointments there, despite our absence. Carola Kohlman has not yet attended ITB, and is concerned about the number and quality of appointments she might have due to our absence. However, she was very pleased with the appointments we had in Hamburg on our Sales/Training Mission.

Idaho hosted four successful Fam trips for International Writers and a photographer. Two Italian magazines have had great enthusiasm for what they experienced. In June, Mototurismo rode Vespas through a portion of Idaho and they have published 2 very extensive articles. We are still waiting for the fall Fam to print their story. In addition, Dennis Chin, from Taiwan, visited Idaho in the spring. He will visit once more in the winter so that he can finish a 25 page spread in a magazine that has no advertising. It is a prestigious periodical in his country.

Scandinavia Market

Mitch Knothe told the council that the past two years we have been going to Norway. This year we did not go but we were represented by RMI. We are going to Copenhagen to expand the Danish market.

We have product now in the three largest tour operator catalogs in Sweden and the two largest in Norway.

Australia Market

Mitch Knothe reported to the council that this will be the second year Idaho participates in a sales blitz in Australia. Last year, ITC Council Chair Brent Gillette represented Idaho. Three different cities will be visited in the span of five days. We had a Fam tour this past September. We brought in three media and one RMI rep from Australia. So far we have had three articles published from the Fam, and several others generated because of the RMI rep. Mitch put together a video on YouTube last week featuring highlights of the Fam. Council member John May asked Knothe if we have the ability to actually tell what they are selling? Knothe responded we really don't have the numbers yet. The fact that product is still in the catalogue every year shows that it is continuing to sell. Discussion ensued. May said it would be interesting to know if there are one or two things that are selling.

Nancy Richardson said International people want to come to see where the movies are made. The biggest comments we get are 'Couldn't you get a movie made in Idaho'. Then they would have a frame of reference to show people what Idaho is. May suggested taking the Lumpkin film overseas.

Karen Ballard told the council that she sent the video to Carl Teuschl and we are in the process of getting it into Germany. He is looking at doing a story in our region. Discussion ensued about films as a motivator for travel and the possibility of using the GIG film. Nancy Richardson said that the Lumpkin video has been sent to Taiwan where it will be shown on a travel channel.

Grant Program Update

ReNea Nelson provided a packet of grant information to council and provided an update from the Grant Team. Accomplishments during this quarter:

- New spreadsheets which include amendments, agency and bid information.
- New reporting with every RFF.
- Training new grantees.
- Implementation of new rules and guidelines.
- Working on the 2010 grant application with Monty Evans, Dept. Labor, in updating the grant application web site and ad approval process.
- Distributed the agenda for the upcoming Grant Summit (Feb. 2-3).

Another project being worked on is providing Narrative Reports online. All agree that is a good idea. (Accomplished)

Cathy Bourner has accomplished the following:

- Updates to the grant website which reflects the co-op opportunities.
- Integration of records into Sales Force.
- Working on Best Practices.
- Providing support processing RFF's in ReNea's absence.

A general discussion of the new ITC grant handbook guidelines followed for ITC clarification of questions that have been generated.

1) Chapter 1.0 Advertising (Page 6)

Nelson said there has been ongoing dialogue regarding the eligibility and definition of local and “sort of local” advertising. The question has been posed – “How far away would you expect people to travel before they stay the night?” There is a wide variance in what might be considered local.

ITC – Local Advertising – If advertising inside your designated travel region:

Frances Conklin suggested some kind of stipulation – if they are advertising within their region, they need to show if it will bring heads to beds to their region. Have them think about it a year ahead and put it in their grant application. We approve the projects through the grant.

Tadd Jenkins said he struggles with this and doesn’t understand why a grantee would want to advertise in their own towns. We need to set a rule that they cannot advertise within their own region. If they want to place an ad within their region they need to get that regional council member to approve it.

J.J. Jaeger said Coeur d’Alene can advertise in Sandpoint and vice versa: RN – Yes that is now allowable.

Karen Ballard said ITC Rule 019 states “It is not the intent of the Council to fund the promotion of local events. However, the Council will consider the unique benefits of events that have the potential of having a measureable impact on consumer travel and spending patterns. Such requests for funding will be judged on their specific merits”. So, would it count as cash match if they advertise locally?

Tadd Jenkins disagrees and says no. Are we going to bring people to the event or are we going to get people that are already here to the event?

John May said council members can approve for their region; we don’t need the rest of the council to approve also. “I have excluded lots of things for example where they can advertise. We need to focus on what we always have; putting heads in beds. If it’s outside of where we want them to advertise then they have to do an amendment.”

Frances Conklin said “if we approve the projects within the grant and then if Tina and ReNea has a question on any of the ad approvals seeming to be local. Then at that point they will come to the regional representative.”

Determination: Will be discussed at Grant Summit focusing on return on investment. If requesting local advertising within region – submit to regional ITC rep for approval. After discussion it was determined that if local advertising was done by grantee partners and carried the chamber or regional organization’s call to action the advertising could be used as cash match.

Chapter 1.3 Other Advertising: Signs, Billboards, Advertising Specialties, Etc.

ReNea Nelson indicated verbiage does not need to change in this chapter unless it would be the ITC’s intent to limit the “local” locations of placement. Cross pollination between grants is definitely an issue that should be looked at closely when reviewing applications and awarding funds, especially if there is a stipulation on the amount of funds to be spent by a specific organization.

Chapter 2.0 Collateral Materials (Page 13)

ReNea Nelson said per ITC directive on November 16, 2009 the first bullet item addressing where the ITC must appear was modified to read: ITC grant logo **must appear intact as shown below on the front, back or inside front cover** of all ITC grant-funded printed media. For publications such as visitor’s guides

and magazines where the front cover, inside front cover or back cover is not available due to design requirements, publication quality detraction, or potential advertising sales, the ITC will allow the logo to be displayed on the contents page if that page immediately follows the inside front cover. This allowance is dependent upon all other logo requirements being met. (The grant logo does not suffice for the requirement to have the word "Idaho" on the publication's cover.)

Chapter 4.0 Websites and Social Media (Page 17)

ReNea Nelson stated and ITC agreed this is such a quickly changing medium that it would be best to use guidelines verbiage: "For ongoing updates in Social Media guidelines please reference Best Practices" and then staff will add the link to that portion of the grant website.

Chapter 6.0 Sponsorships and Partnerships (Page 23)

Nelson said Section 6.2 Sponsorship of a Convention, Trade Show, Meeting or Sports Event does not specifically state if giveaways (promotional gifts which could include items such as artwork, vests, t-shirts, baskets, etc.) used as an enticement to secure or promote an upcoming event to the area are eligible. It defers simply to enticement. If the ITC's intent is to allow these items for either reimbursement or cash match as is stated in 5.1 FAMS – Page 20 and 5.2 Site Visits- Page 21 the verbiage should be added for clarity. If it is not, then it would seem 7.2 Bid Presentation & Sales Blitz eligibility should be reconsidered and directive given to remove the current verbiage. Nelson told the council that she doesn't think promotional gifts needs to extend to Chapter 7.1, Industry Trade Shows and Consumer Travel Shows (page 25), as it is a somewhat different type audience and purpose of promotion and asked for the council's thoughts on 7.2 Bid Presentations and Sales Blitz eligibility.

Frances Conklin said enticements could include other promotional items for funding.

Karen Ballard said items have been used as cash match.

John May said the council is allowing it as cash match and he is fine with that. He said "we don't need to allow for the cost of novelty promotional items, but cash match is fine." He suggests deleting reimbursement from all sections and show as cash match with an invoice provided.

Chapter 8.2 & 3 Page 33 (also reference Training Page 5)

ReNea Nelson said Professional Development states the Idaho Conference on Recreation and Tourism (ICORT) and the annual Grant Summit are the only professional development training that is reimbursable from the grant. Other training directly related to completing the marketing program approved by the ITC may be reimbursed with ITC approval. A reimbursement of costs associated with other professional development is beyond the scope of the ITC grant program, but such costs may be used as cash match.

Review of 2009 grants awarded showed the following conferences and meetings were funded:

- Out of state Tourism Conferences
- Attendance at ITC meetings
- Yellowstone Business Partnership
- "Other Opportunities"
- Educational Training

The items Nelson bulleted seem to be a variance of what the guidelines state. After ITC discussion, it was determined if something is approved and it is against the rules, we go to the rules. ReNea will cover at the Grant Summit.

Google Analytics 101

Robbin Gibson, drake/cooper, presented a Google Analytics 101 and Google Analytics Report and Tutorial to the council. She explained what it is, how to use it and how to measure results.

Grant Discussion Continues

Chapter 11.0 Capital Outlay (Pages 36-37)

ReNea Nelson told the council that eligibility for Capital Outlay items has been expanded from regional organizations to all grantees.

#2 on page 37 indicates the grantee will now conduct an annual physical inventory and the report will accompany the Final Narrative Progress Report and must be received before final ITC reimbursement to the Grantee will be made. This has not been instituted with the 2008 grants so will begin with the 2009 grant cycle. The Narrative Report form will be modified to accommodate this and will be covered with the grantees at the Grant Summit.

Chapter 12.3 Audit (Page 41)

Nelson told the council that this section will include clarification that it is a Compliance Audit, with specifics as to what that includes.

Retain requirement of the audit as now specified? ITC – YES

All audits need to be paid with ITC funds? Tadd Jenkins said yes, and the council agreed.

If funds are awarded in an audit are you going to let the grantees shift any available funds after the audit is completed, adding on match and no admin? John May stated: “Yes, if there are monies left over from the audit I think we should let them shift it into marketing funds. Understanding they will still have to claim match on that amount.” Bobbie Patterson said: “Any grantee can request an audit from anyone. Any organization that gets \$100,000 should be aware that they are getting an audit.” Tadd Jenkins stated: “There is an audit, paid by grant funds and there will be no shifts out of the audit. Audit funds not utilized to be reverted back to the region. “Majority of ITC agreed - No Motion needed.

For additional information on Compliance Auditing reference:

http://www.aicpa.org/Professional+Resources/Accounting+and+Auditing/Audit+and+Attest+Standards/Authoritative+Standards+and+Related+Guidance+for+Non-Issuers/auditing_standards.htm

Chapter 12.6 Amendments and Extensions (Page 43)

ReNea Nelson asked how loose does the council want interpretations of the Scope of Work for elements before requiring an amendment to the Scope. Example –Advertising (or Print Advertising) which specifically mentions newspapers and radio (possibly TV) but nothing about brochure development, printing a brochure or rack card. Some grantees feel it should already be broadly covered without further clarification.

John May said, “When pieces within the grant awards, or the grantees specify, then I expect the money to be spent on in that element.” It was agreed that if Nelson questions a change in an element, all ITC members need to approve it.

Chapter 13.6 Narrative Report

Nelson asked the council what their thoughts about loading the Narrative Reports on the grant website? When received they could be hyperlinked at <http://commerce.idaho.gov/travel/grant-paperwork.aspx>

under the appropriate report. The ITC would be notified when a report comes in so you could check at your convenience.

ITC – Mutual agreement from the council to receive on line.

Administrative Rule 018. Ineligible Projects. 02. (Page 61)

Salary or Personnel. Nelson reiterated expenses related to grant writing are not eligible.

Attending grant writing classes was awarded in the 2009 grant cycle and a couple of grantees have said it was their understanding it was eligible. Please provide a directive on this.

ITC - This is specific. Not paying for grant writing classes. Reference Chapter 8.2 & 3 Professional Development.

The following notes/comments/questions regarding 11/9/09 ITC Grant Handbook were shared by ReNea Nelson with the council.

Comments/Questions:

(Lorraine Frazier, NCITA,) 1. Page 7, Non-Exclusivity and Member Benefits (also page 12 No Net Profit Rule): “When advertising is provided as a benefit of membership, a value of the advertising space MUST be calculated, deducted from the production cost, and presented as match.” Comment: Unless clear guidance is provided as to how to value the space, this could result in a quagmire of disagreement between the grantee and ITC. It has the potential of holding up not only the RFF of which it is a part, but also succeeding RFFs or closing out the grant until resolved. An adverse outcome could potentially devastate an organization financially.

Nelson said this could be clarified a little further to add verbiage to clearly state there are no exclusions when using ITC funds and the Grantee shall provide documentation verifying the value of the space. The documentation to be provided by the vendor when reconciling the project or if done in-house the grantee will provide verification of industry standards factored into determination of the value.

The council agreed.

(Lorraine Frazier, NCITA,) 2. Page 7, Co-op Advertising Project Requirements: “Reimbursement in all co-op advertising instances will not exceed 87.5% of the project’s cost due to the minimum 12.5% cash contribution from an advertising partner.” Comment/Question: I thought that cash match could come from any of the grantee’s projects. This specifies that at least some of the cash match has to come from co-op advertising. In most cases, the 12.5% wouldn’t be a problem but could there ever be an occasional instance when the co-op advertising portion is less than 12.5% of the project? RN - Yes What happens when a grantee co-ops with another grantee (“Division of Tourism or ITC grant-funded partner contributions cannot be claimed as match”-page 7); would each of the grantees only be reimbursed for 87.5% of their respective portions of the co-op ad?

ReNea Nelson said no, it is her understanding this was meant for “For Profit” Co-Op Partners. She agrees with Lorraine on this.

Karen Ballard said it was previously discussed, the 12.5% match remains as stated and the council agreed.

(Lorraine Frazier, NCITA,) 3. Page 10, Section 1.6 Internet Advertising: Banner Ads, Social Media, Etc.: Comment/Question: Banner ad processes are outlined but not social media. Does all that is outlined for banner ads also apply to social media, etc.? If so, perhaps the bullet at “Banner Ads” should be changed to “Internet Ads” and the description for reimbursement altered to include all internet ads.

ReNea Nelson agrees this should be changed to remove reference to Social Media. However, the bullet not changed.

The council decided that no action is necessary, and the change will be noted.

(Lorraine Frazier, NCITA,) 4. Page 38, under 12.2 Bids/Subcontracting - “formal” bid process: “**must** be used when the cost of goods or services to a single vendor reaches or exceeds \$25,000.” Question: So if we have one vendor (Vendor) whose goods and services for one project (e.g. advertising) is under \$25,000 and then we have another project (e.g. website) – also under \$25,000 – but that would put the total of the two projects for Vendor, if awarded, over \$25,000, does this say we would have to go through a formal bid process for the second project even though it is for a project under \$25,000? We might also have a vendor (Vendor) who was awarded a project (e.g. Discover Guide) under a formal bid worth over \$25,000. If Vendor is a contender for a second project (e.g. website services) under \$25,000, would we have to go through a formal bid process for the second project even though it alone is under \$25,000?

Nelson verified this with Fiscal. If the total services are provided by one (1) vendor and the amount exceeds \$25,000 the formal bid process is required. This clarification can be added as either a footnote or included as a bullet item for clarification.

The council determined no action necessary, clarification noted.

(Lorraine Frazier, NCITA,) 5. Page 39 Bid Process #6 and page 54 Bid Justification Form: Neither #6 nor the Form indicates that the Bid Form has to be submitted only for “formal” bids of \$25,000 or more

ReNea Nelson told the council that she agrees and this will be changed to reflect Formal Bid Process. Clarification can be added that the Informal documentation be retained by the Grantee.

The council determined no action necessary, change noted.

(Lorraine Frazier, NCITA,) 6. Page 39, Bid Process #7: Comment: The \$20,000 I believe needs to be changed to \$25,000. Nelson said she requested the change be made.

The council determined no action necessary, change noted.

(Lorraine Frazier, NCITA,) 7. Page 41, Match “Expenditures claimed for projects funded previously by the grantee, such as brochures and publications, will not be allowed as match.” Question: I don’t think this should affect NCITA but could someone explain what this means? Are they saying that only projects partially funded by ITC qualify for cash match?

Does the ITC want the match allowed to be ITC scope of work project specific or will tourism promotion by a partner (regional organization or chamber member) be allowable if the regional (chamber ‘s) organization’s logo and call to action is included in advertising? Does it have to carry the ITC logo vs. the regional organizations logo? Match usually does not carry the ITC logo. Nelson thinks the latter is appropriate so would like ITC clarification.

After discussion it was determined by the council that if local advertising was paid for by grantee partners and carried the chamber or regional organizations call to action the advertising could be used as cash match.

(Lorraine Frazier, NCITA,) 8. Page 42, “Costs incurred by a private business to promote that business cannot be used as cash match.”: Comment: It looks like this is the same thing as Section 201.05 Marketing from the Admin Rules on page 65 “Marketing dollars spent by a for-profit enterprise within their marketing program may not be claimed as cash match by a grantee, not to exclude approved co-op programs.” I think replacing the page 44 wording with the Admin Rule wording (page 65) clarifies that statement. If the exclusion for co-op programs is omitted (as it is on page 44), it appears that we are barred from using paid advertisements from private businesses as cash match altogether.

ITC – Discussion tied to above. Cash match allowed with chamber or regional organization logo used.

(Lorraine Frazier, NCITA,) 9. Page 48, last bullet “Any changes to amounts requested for reimbursement or match.” Comment: This doesn’t specifically state that the changes have to be explained. This is something that has been lacking in the past. Therefore, I would suggest this wording: “The amount and an explanation of any changes to amounts requested for reimbursement or match.”

Nelson said this is a style and management issue that is now being handled differently. Correspondence, in writing, between the Grant Analyst and Grantee indicates any changes prior to processing the request and then the Grantee is also sent a spread sheet verifying the figures after the request is released for payment. Can be modified for verbiage if the ITC would like but not necessary. John May requested addition of inclusion in guidelines.

Lorraine Frazier, NCITA, told the council the following items are to take note of and these were items that she thought were note-worthy as she read through the Handbook:

(Lorraine Frazier, NCITA): Page 6, Project Pre-Approval: Pre-approval may only be requested by the grantee. Staff will not accept requests by designers or agencies. Nelson said she feels very strong about dealing directly with the grantees, especially in light of the issues that have arisen with wrong grant information for projects submitted. The Grantee has the final approval of their projects, not contractors.

ITC – Noted

Budget Update

Karen Ballard told the council she hadn’t anticipated that we would solve any budget problems wanted the council to be aware of the situation. We are still going down. Ballard passed out an estimate of projected revenues. “We are down almost 12 percent in our collections six months through the year. If we go down about 5 percent more over the next quarter which I think is accurate since we took double digit hits last year, we will probably be about flat because we were about 15-16 down the fourth quarter. I don’t think we are going to continue to go down particularly with some of our robust marketing campaigns.” We have already put aside five percent in our budget which means we are going to need to find about four percent more, which is \$120,000 in our current budget. We’ve been talking to the agency about this; the biggest area where we think this is going to come from is our on-line media which has a lot of flexibility. We don’t need to pull the funds from that until a couple weeks right before we do it, so if things do get better we will spend it there. We may pull it back and look at doing a campaign in the summer which we have never done to promote fall. We have some advertising to try to make up for this lack. We will have new funds in the budget at that time. I am suggesting that

some of the research we have earmarked to be cut and we're having some significant savings in salary, about 30,000. We will look at this more intently in March. If you have any remarks on where to make cuts after you look at what we have already spent in the budget I would welcome that. Please send that to me in the next couple of weeks. We did have some carry over from last year so that is how I arrived at the amount of 120,000.

Council Chair Jenkins asked Ballard since December was down 11 percent how do you think January is only going to be down 5, is that the trend? Ballard responded that year over year we have had seven and a quarter percent growth, over 25 years so it is very unusual that we are dropping at this level. We're seeing a retraction in average daily revenue and some shrinkage in the market. We will just keep adjusting it. By March we are going to know what we are dealing with. I'm just starting to hold back funds now. The beauty of research is if we get down to June and feel like we are okay the numbers that we are capturing are going to be the 2009 numbers. Jenkins asked if we should be looking at 150,000 instead of 120,000 at this time to insure because your year is at 11.24 and hope that January is higher. Ballard said she is really not spending anything that is discretionary until the last minute. The bulk of it comes out of advertising. We won't be doing anything until June so we will know. March is when we are going to have to start cutting and also we will be bringing forward our preliminary look at what next year's budget should look like. Lisa Robbins advised additional funds for STC need to be allocated so projected cut from budget is \$150,000.

Public Relations Update

Cruising the Loop

Diane Norton briefed the council on this successful media Fam with Harley-Davidson.

NASJA (North America Ski Journalists Association)

Kellie Klusdal reported to the council that we are involved with North America Ski Journalist pre-convention planning and will be hosting a pre-fam prior to their national meeting in Sun Valley, March 2010. Roughly 200 ski journalists are expected although this is an aging group and the key producers are a much smaller number. We expect 25 journalists to participate in the FAM tour which will take place in McCall, Boise and Sun Valley, with stops at Brundage Mountain, Bogus Basin, Soldier Mountain and Sun Valley.

SATA (Society of American Travel Writers)

SATW North Western Chapter will be in Boise in July, 2010. Klusdal told the council we are involved in the planning and execution of the Pre and Post FAM trips, working closely with industry grantees who are also interested in participating. Roughly 100 journalists will be in Boise for a week, along with time on the pre or post trips.

Vocus & Sales Force

Kellie Klusdal reported to the council the values of Vocus and Sales Force for calendar year 2009 was \$33,053,783.51 and \$18,301,328.20 for FY10 (July 09 – December 09). Sales Force is used to track anything Vocus may have missed.

International Public Relations

Nancy Richard updated the council on International public relations efforts including:

- Italian FAM's
- Idaho Wine Commission/Idaho Preferred Partnership
- Food & Wine Media Tour 07, 08

- LocoVore Express, Aug. 09 (Consumer)
- Local Wine Media Training Tour (Wine Country, trained about how to taste and report on wine and local wine in particular) (15 writers) (September)
- Ascencia (parent company of Ste. Chapelle). Brought 7 national food/wine/travel writers in to tour Boise and local wineries. Toured Urban Wine Makers Co-Op, Shakespeare Festival, Blue Turf of BSU, Egyptian Theater, Boise Co-Op.

Continuing public relations projects Kluksdal briefed the council on include:

Press Release Writing/Distribution

- Create and distribute story-idea press releases to regional and national media on regular basis. We are on track with 20 press releases so far this fiscal year. Media response has been good. A press release regarding 3D mapping was picked up by several media outlets, including print and online, both domestically and internationally. The Seattle Times Online and the Tourism Review Online Magazine both picked up the news.

Pitching

- Seek out appropriate editorial calendar opportunities and respond in timely manner. Work with Drake Cooper to create an on-going schedule of pitching. Write and distribute pitches on a regular schedule. Kluksdal is finding success not only with the Drake Cooper program but also HARO (Help a Reporter Out) and a new source of leads, Pitch Rate; ProfNet is a news tracking system monitored by Drake Cooper (they hold the account).

A more advanced Pitching Calendar has been developed by Drake Cooper, identifying key national publications in which we seek a feature. Kluksdal is pleased with the maturing of this calendar and expects to land at least one feature in 2010 with the help of the Drake Cooper PR team.

Weekly meetings with Drake Copper PR team are actually netting 10-15+ pitches internally and about 15 through the advertising agency per month. Efficiencies in communication (due to the enhanced calendar has facilitated this acceleration in pitching.

Travel Writer Hosting

- Continual effort. Bringing small or individual groups to Idaho. Constant contact with journalists across the country for information, photos, etc.

Drake/Cooper Update

Drake/Cooper staff updated the council on the following projects:

Film and Web Site

- Teaser and Media pages and Main site are in final development, launched per schedule
- 4 viral teasers and 1 main trailer
- Media plans approved, creative released
- Film at tonight's reception at Drake Cooper
- www.greatidahogetaway.org

The Great Idaho Getaway Project

- Integration into Visit Idaho site

- Continue to partner with sponsors & others
- Extending reach with new opportunities (licensing)
- Trademark registration
- Toolkit creation

Upcoming Projects

- Launch sites and PR campaigns - JAN
- Launch print, online and search campaigns – FEB through JUNE
- Continue to extend reach & impact with new opportunities
 - Fiesta Bowl
 - International trade offices - Taiwan
 - Media (History Channel)
 - Miss America
 - Idaho National Lab

Madden Media Updates

- No Winter FSI
- 2009 Conversion Study by Temple University will be available in early Feb, possibly by the Grant Summit
- Allison Cessna will attend the Grant Summit and present co-op opportunities, including FSI if funded

Spring 10 Campaign

- Based on Spring 09 leads (6,807) and co-op interest, we recommend partnering with Madden for a Spring 2010 Campaign, budget permitting
- \$90,000 budget line item for complete campaign
 - Printing, design, media buy, online marketing, SEM, email
- Drop to be pre-Memorial day (tent May 23rd or before)
- Leverage Adventures in Living/The Great Idaho Getaway Project creative
- Same target markets, qty and page count as in 09

2010 Travel Guide Highlights

- 132 pages
- 140,000 units (same in 2009)
- Consolidated sections, new layout
- Delivered on schedule prior to Christmas
- Includes panoramic photography and HW map

Karen Ballard told the council that we did deplete our resources of 2009 travel guides.

Digital Travel Guide

- 2010 Recap
 - Flip book application with social media sharing
 - 360° panoramic photography, virtual tours, videos
 - Maps, lodging
 - Linking of partner and program ads
 - Integrated into VisitIdaho.org

Idaho Winter/Ski Idaho Marketing

- Lead generation campaign with Dept and ISAA featuring Speedy Peterson
- Customer engagement through web/social/video components that promoted Idaho as the Soul of Skiing
- Co-funded program with 50% split on development costs
- Featured statewide package deals, resorts information, single contest and multiple partners including InIdaho, EpiQuest, Smith Optics
- Shared with resorts, local, regional & national media, ski/travel writers, bloggers to continue push
- Lead generation campaign with Dept and ISAA featuring Speedy Peterson
- Customer engagement through web/social/video components that promoted Idaho as the Soul of Skiing
- Co-funded program with 50% split on development costs
- Featured statewide package deals, resorts information, single contest and multiple partners including InIdaho, EpiQuest, Smith Optics
- Shared with resorts, local, regional & national media, ski/travel writers, bloggers to continue push

Tax Commission Update

Karen Ballard reported to the council that we are receiving reports in a much more timely fashion. We are getting monthly emails on new 2% bed tax collectors and processing that information into our database. Ballard has not had any more communication with the Tax Commission and told the council that if there is anything else the Council would like her follow-up on, she would be happy to do that.

John May said the council still needs to address the ongoing relationship with the Tax Commission and still needs the memorandum of understanding that we spoke about. A price for doing business with the commission and what that might look like in years to come is still required.

Ballard said it is a very interesting time for the Tax Commission. They were severely cut back with budget cuts. But they are the only agency that the Governor's budget suggested a growth in full time employees to assist with tax collecting. She said it might behoove the Council to forward a letter of support of that, as constituents and users of tax services. It certainly helps us to have them out there collecting the 2% bed tax for us.

Todayz Publishing

Karen Ballard told the council that Brad Stanley is the one she originally communicated with on the phone about representing themselves as the "Idaho Travel Council". She provided the council with a copy of the certified letter she sent asking Todayz Publishing to refrain from identifying themselves as the Idaho Travel Council in soliciting business with www.idahotravelcouncil.com. The Idaho Division of Tourism is statutorily referred to as the Idaho Travel Council. Ballard invited Stanley to speak with the Council and he expressed an interest in doing that if his schedule permitted. He expressed an interest in meeting with Ballard to discuss other items; she will keep communicating with him and provide updates to the council.

Idaho Rec Connection

Brett Adler, Boise Rec Fest, updated the council about the June 26 & 27 event to be held in Ann Morrison Park in Boise. He said the event is a celebration and promotion of all the recreational activities and attractions and places to visit throughout all of Idaho. He is comfortable with the estimate of about 20 to 30 thousand people attending. The event will raise money for two youth recreation programs:

The Idaho Children and Nature Network, also known as The Be Outside program, and the Boise Parks and Recreation Youth Scholarship Fund. He said they want to help brand Idaho as a place to live, work, and visit for recreation and they are promoting tourism throughout the state and not just Boise. He said it exemplifies the Adventures in Living concept.

Karen Ballard said Adler will also be at the Grant Summit to talk about opportunities for the grantees to have space at the festival if they still have money in their grants and appropriate scope of work. This would be an appropriate amendment change. Adler said they have a two tiered price structure for participation. The nonprofit organization price is \$200.00 for a 10 x 10 space and commercial space is \$500.00 for a 10 x 10 with a variant scale going up for larger sites. The festival website is <http://www.boiserecfest.com/>. Adler emphasized that the event is for the entire state of Idaho and not just Boise.

Other Business

Joint Council Meeting – Council Chair Tadd Jenkins led a discussion about items that the council wants presented at the joint council meeting.

Council Choice Awards – In response to a question from Frances Conklin, Ballard told the council that information is being gathered and will be presented to the council at the March meeting to assist them in selecting Council Choice Awards recipients. She asked council members to let her know if they had any favorite projects in mind.

Future Meeting Dates

March 15 & 16, 2010, Idaho Falls (Now changed to conference call.)

August 2 & 3, 2010, Sun Valley

Council member John May said he will represent the council at the Grant Summit and asked if anyone had any message they would like carried to the grantees. Bill Code asked that he remind grantees that marketing should be directed for 'heads in beds'. Frances Conklin asked May to encourage grantees to track ROI and expectations. Karen Ballard said that the Google Analytics tutorial that the council received today will be repeated for the Grantees.

Motion – It was moved (Code) and seconded (Jaeger) that the meeting be adjourned. Motion passed.