



C.L. "Butch" Otter, Governor
Megan Ronk, Director

Idaho Travel Council

October 18 – 19, 2016

Red Lion Hotel Boise Downtowner – Cedar Room
1800 Fairview Avenue, Boise, Idaho

Tuesday, October 18, 2016

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|-----------|--|--------------------------|
| 2:00 p.m. | Call to Order & Introductions
Approve Minutes | Courtney Ferguson, Chair |
| 2:15 p.m. | Commerce Updates
Department Update – Megan Ronk
Administrator Update – Matt Borud
Tourism Update – Diane Norton | |
| 2:45 p.m. | Grant Update | Jill Eden |
| 3:05 p.m. | Idaho Tax Commission | Sean Kerr |
| 3:45 p.m. | The Inn at 500 | Curt Asmussen |
| 3:55 p.m. | Travel Guide Updates | Amy Rajkovich |
| 4:00 p.m. | New Business
Confirm January Meeting Date | Courtney Ferguson, Chair |
| 4:05 p.m. | Meeting Adjourn | Courtney Ferguson, Chair |
| 4:15 p.m. | Walk to Boise Centre
<i>(meet in hotel lobby)</i> | |
| 4:30 p.m. | Tour Boise Centre | |
| 5:30 p.m. | Depart Boise Centre for Dinner | |



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Idaho Travel Council Grant Summit

October 18- 19, 2016

Red Lion Hotel Boise Downtowner – Teton/Selway
1800 Fairview Avenue, Boise, Idaho

Wednesday, October 19, 2016

9:00 a.m.	Welcome	Diane Norton
9:05 a.m.	Grant Updates and Q & A	Jill Eden
10:00 a.m.	Partner Presentations – 10 minutes each	
	10:00 a.m. Adara	
	10:10 a.m. Expedia	
	10:20 a.m. Hagadone Digital	
	10:30 a.m. Idaho Public Television	
	10:40 a.m. Interfuse	
	10:50 a.m. Journey/ AAA Magazine	
11:00 a.m.	Break	
	11:15 a.m. Madden Media	
	11:25 a.m. Miles Partnership	
	11:35 a.m. NW Travel	
	11:45 a.m. Sojern	
	11:55 a.m. Trip Advisor	
12:05 p.m.	Q & A	
12:30 p.m.	Working Lunch	Andrea Rayburn
1:00 p.m.	Red Sky	
2:00 p.m.	Winter/Spring/Summer Campaign	Josh Mercado
3:00 p.m.	Adjourn	

Tourism Grant Team and Tourism Team will remain available for questions after adjournment.

A brochure table will be available. Grantees are asked to please bring a small supply of brochures to share with other grantees.