



C.L. "Butch" Otter, Governor

Megan Ronk, Director

Idaho Travel Council Meeting

Hotel McCall, McCall, Idaho

August 8-9, 2017

Idaho Travel Council Members Present:

Doug Burnett, *Region I*

Lara Smith (Vice-Chair), *Region II*

Jim Manion (Chair), *Region III*

Shawn Barigar, *Region IV*

Matt Hunter, *Region V*

Courtney Ferguson, *Region VI*

Mike Fitzpatrick, *Region VII*

Rick Shaffer, *Multi-Region*

Commerce Staff Present:

Megan Ronk, *Director*

Matt Borud, *Marketing and Innovation Officer*

Diane Norton, *Tourism Manager*

Cindy Lee, *Grants and Contracts Manager*

Ewa Szewczyk, *Grants and Contracts Specialist*

Laura Conilogue, *Administrative Assistant*

Tuesday, August 8, 2017

Welcome and Introductions

Chairman Jim Manion called the meeting to order at 8:32 a.m.

Jim welcomed the Council to McCall.

Idaho Travel Council, Idaho Tourism staff, and audience introductions.

Approval of Meeting Minutes

Shawn Barigar motioned to approve minutes.

Rick Shaffer seconded. All in favor. No discussion. **Motion approved.**

Idaho Department of Commerce Update – Director Megan Ronk

Director Ronk welcomed the council to McCall, noting that Valley County was a finalist in the "America's Best Communities" competition after having collaborated on a plan to improve their community.

In June, the Governor led a team of small to medium sized businesses to the Paris Air Show. These businesses made great connections from around the world.

The growth of 2% bed tax collections has been impressive. This is an opportunity to be more strategic with these dollars to market Idaho.

Tourism Grant Review – Cindy Lee

Each council member has read all the applications and will discuss the grant applications and how much each grantee should be funded. There will be no questions or comments from the audience. The process will go region by region, and the funding decisions will be made tomorrow.

Grant Discussion

Region I

North Idaho Tourism Alliance (NITA)

Last year they requested \$186,450, and were awarded \$105,000.

This year they requested \$125,000.

Total score – 92.3

They have received large grant awards over the past two years. They had applications and great programs that have helped unserved communities in Region I. Two counties reported declining revenues, and NITA helped explain why revenue was lower for those communities.

Greater Sandpoint Chamber of Commerce

Last year they requested \$220,310, and were awarded \$152,000.

This year they requested \$233,711.

Total score – 92.1

They are a good organization. There are no match issues.

Post Falls Chamber of Commerce

Last year they requested \$80,000, and were awarded \$74,000.

This year they requested \$80,000.

Total score – 90.5

Post Falls Chamber saw increased revenue growth. They have a strong partnership with Coeur d'Alene Convention & Visitors Bureau.

Coeur d'Alene Convention & Visitors Bureau

Last year they requested \$600,000, and were awarded \$525,000.

This year they requested \$650,000.

Total score - 92.6

The Coeur d'Alene Convention & Visitors Bureau recently hired a new manager/grant administrator from Silverwood who has a strong marketing background. Unfortunately, the full IRONMAN is leaving Coeur d'Alene, however the half IRONMAN is staying. The CVB has plans to attract different groups to Coeur d'Alene during the time the IRONMAN used to occur.

Region II

Orofino Chamber of Commerce

Last year they requested \$48,653, and were awarded \$17,500.

This year they requested \$48,250.

Total score – 81.8

The Orofino Chamber of Commerce has discrepancies in their budget, including cash match support. This needs to be verified before they receive any award.

Hells Canyon Visitor Bureau (also known as Visit Lewis Clark Valley)

Last year they requested \$97,900, and were awarded \$67,000.

This year they requested \$83,000.

Total score – 88.4

This bureau does a great job promoting the whole region and interfacing with the tourism office. They are very helpful in accomplishing goals for the region, including promoting the new AVA.

Salmon River Chamber of Commerce

Last year they requested \$81,950, and were awarded \$32,000.

This year they requested \$57,775.

Total score - 82.7

They need to verify their cash match before receiving any award.

Moscow Chamber of Commerce

Last year they requested \$132,580, and were awarded \$64,000.

This year they requested \$86,955.

Total score – 85.0

They will need to resubmit letters of acceptable cash match. The Moscow Chamber went through a rebranding last year, their new brand will be “I Love Moscow”.

North Central Idaho Travel Association (NCITA)

Last year they requested \$87,516, and were awarded \$20,000.

This year they requested \$56,000.

Total score - 81.8

No match issues. NCITA promotes all the communities in Region II, and are taking steps in the right direction. They still need an executive director, as right now it is mostly a volunteer effort.

Kamiah Chamber of Commerce

Last year they requested \$47,082, and were awarded \$40,962.

This year they requested \$49,753.

Total score – 85.7

They represent many communities in Region 2 and they do a good job, especially with no cell service. They represent about 200 square miles. Cindy mentioned that it is not clear if the cash match is allowable so if they are awarded, it will be contingent on cash match verification.

Region II discussion.

There are six grantees in Region II. The Council discussed that it might be more efficient for some grantees to work together and to have only three or four grantees in the region. Splitting up the money is less effective. The Council discussed what might happen if NCITA was the administrator for Region II, and they marketed the whole region and helped other communities market their area, without any duplicate efforts. The Council decided to meet at ITCORT with Region II grantees to discuss this option with them.

Region III

Southwest Idaho Travel Association (SWITA)

Last year they requested \$344,490, and were awarded \$396,560.

This year they requested \$480,000.

Total score – 86.6

SWITA is willing to work with the smaller communities in the area, and they have strong partnerships. This is the strongest destination marketing organization. SWITA also helps Idaho Tourism with international marketing efforts.

Cascade Chamber of Commerce

Last year they requested \$56,100, and were awarded \$56,100.

This year they requested \$78,980.

Total score - 85.7

Cascade's grant was focused, with new ideas and campaigns, and they are working with neighboring communities.

McCall Area Chamber of Commerce

Last year they requested \$266,265, and were awarded \$266,265.

This year they requested \$295,770.

Total score - 92.6

McCall has ideas for marketing their area, they do great work. This could be an example of "best practices" for other grantees to follow on their applications.

Boise Metro Chamber of Commerce (Boise Convention & Visitors Bureau)

Last year they requested \$830,850, and were awarded \$830,850.

This year they requested \$930,500.

Total score – 96.0

The Boise Metro Chamber is the largest grantee in the state, one of the strongest grantees, and they bring in the largest room tax. They are effective, and produce high quality events and marketing.

Nampa Chamber of Commerce

Last year they requested \$50,160, and were awarded \$50,820.

This year they requested \$85,250.

Total score - 86.1

This year the Nampa Chamber submitted their best application so far. They still need match letters from partners, but once those are received, an award can be finalized.

Region IV

Southern Idaho Tourism (SIT)

Last year they requested \$275,608, and were awarded \$310,608.

This year they requested \$341,670.

Total score – 96.4

The marketing plan detailed past successes and how they tweaked their plan according to past issues. This grantee is easy to work with, however need to have appropriate cash match before they can sign a grant agreement. Shawn has \$15,000 unrequested in the region, depending on how much he gives to multi-regionals. He can either put it back into the fund for next year, or the grantee can make a formal request for more money with another project proposal.

Region V

Southeast Idaho High Country Tourism

Last year they requested \$125,000, and were awarded \$113,750.

This year they requested \$147,950.

Total Score - 87.3

The Southeast Idaho High Country Tourism is a great regional organization that works with smaller communities. The organization added “self-guided preset itineraries” to their website, which are very popular. They need new letters of support that show the amount their partners will be matching. If awarded, this grant should be subject to that verification before they receive the award.

Pocatello Convention & Visitors Bureau (CVB) (Visit Pocatello)

Last year they requested \$145,882, and were awarded \$141,018.

This year they requested \$182,600.

Total score - 93.7

The Pocatello CVB does a good job of growing the market. Brigitta is very familiar with submitting thorough grant applications.

Bear Lake Convention & Visitors Bureau (CVB)

Last year they requested \$43,000, and were awarded \$43,000.

This year they requested \$43,000.

Total score - 84.7

Bear Lake reverted their 2015 grant in its entirety, and they will spend their 2016 grant by the deadline. If they are awarded, their cash match needs to be validated before receiving funds.

Region VI

Snake River Territory Convention & Visitors Bureau (Idaho Falls CVB)

Last year they requested \$254,946, and were awarded \$180,000.

This year they requested \$257,538.

Total score - 84.7

The Snake River Territory CVB did a good job this year on their application, however they will need to provide new cash match letters.

Yellowstone Teton Territory (YTT)

Last year they requested \$375,900, and were awarded \$321,515.

This year they requested \$411,350.

Total score – 91.0

YTT is the Destination Marketing Organization (DMO) for Region VI, and they cover the entire region. Their application is subject to verification of cash match if they are awarded.

Teton Valley Chamber of Commerce (TVCC) now Teton Regional Economic Coalition

Last year they requested \$71,896, and were awarded \$60,000.

This year they requested \$66,000.

Total score – 84.7

The TVCC is under new management. They merged two organizations and changed their name, so not all documentation is the same. Their purpose is to promote the Teton Valley based out of the Geotourism Center. It is a small organization, but a good grantee for that community.

Region VII

Lemhi County Economic Development Association

Last year they requested \$26,000, and were awarded \$24,500.

This year they requested \$25,000.

Total score – 81.7

Their budget and marketing plan needs clarifying details. The Council was unsure what they meant by “tradeshow exploration” on their application.

Stanley-Sawtooth Chamber of Commerce

Last year they requested \$48,482, and were awarded \$42,637.

This year they requested \$93,957.

Total score – 84.2

They are a very active grantee. However, their grant request was very extensive this year and seemed to be possibly larger than necessary. Their application will be subject to cash match verification if they are awarded money.

Hailey Chamber of Commerce – The Woodriver Valley Chamber

Last year they requested \$63,470, and were awarded \$56,020.

This year they requested \$113,234.

Total score – 85.0

They are trying to establish themselves as the DMO for the region. Some details in their application were very brief, and the Council asked for more information. The Hailey Chamber of Commerce indicated that they want new pictures and media assets of their region, so they will use the VisitIdaho Media Gallery of images available for use. Their application will be subject to cash match verification if they are awarded money.

Sun Valley Marketing Alliance Inc.

Last year they requested \$275,000, and were awarded \$251,414.

This year they requested \$310,750.

Total score – 86.3

The budget detail on the application was very short. The Council knows there are extensive plans in place, but the application does not explain them well. Sun Valley Marketing Alliance has done a good job for the past six years. There were not enough match letters, which would need to be rectified before being awarded any grant money.

Multi-Regions

Idaho RV Campgrounds Association (IRVCA)

Last year they requested \$95,117, and were awarded \$94,831.

This year they requested \$96,558.

Total score – 94.0

No match questions.

Idaho Bed and Breakfast Association (IBBA)

Last year they requested \$48,969, and were awarded \$36,350.

This year they requested \$45,428.

Total score - 67.1

Rick described their many maps, which are great Idaho marketing, and IBBA’s low membership fees. They also have a positive impact in North Idaho, with many members there. However, other Council members argue that there has been little outreach from the organization to make better connections with regional B&B’s. The Council was under the impression that IBBA lists only their members on their maps. However, any website or collateral funded from state grant

dollars is not allowed to exclude anyone. Rick stated that the maps the B&Bs put out featured all the B&B's around Idaho, even those who are not members of the organization.

The Council also discussed that after the longtime director left, it took a while to transition, and now IBBA does not seem to have a well-defined mission or vision. That will need to be figured out before the Council awards them money. Right now their collateral is not bringing visitors to stay in Idaho B&B's.

Idaho Outfitters & Guides Association (IOGA)

Last year they requested \$161,535, and were awarded \$86,150.

This year they requested \$140,085.

Total score – 81.0

They help small communities throughout Idaho, benefitting all outfitters and guides in the state. Some members of IOGA are motels/hotels/lodging properties and contribute to the lodging tax.

Idaho Ski Areas Association (ISSA)

Last year they requested \$90,000, and were awarded \$64,250.

This year they requested \$96,800.

Total score - 86.1

A great snow year led to several strong months of ski area visitors. ISSA sends out twice monthly email newsletters. Ski Idaho with not attend the Seattle Ski Show, it seems to have been permanently cancelled. Including the ITC grant, Ski Idaho also gets money from Idaho Ski license plates.

Discussion

Grantees cannot get paid for going to the grant presentation meeting.

Washington dissolved their tourism department a few years ago, now they are trying to implement taxes on food, beverages, and car rentals, but it did not pass the legislature. They are still working on finding a way to fund a new tourism department.

Idaho Tourism has swapped assets with the state parks, including videos and pictures, however there are opportunities to engage deeper with them. The Idaho State Parks are looking for corporate sponsors as well.

Housekeeping

October's meeting should include a discussion about changing the grant application. The Council thinks some questions need rewording.

Announcement: United announced at noon on August 8, 2017 that they will start nonstop flights from Chicago to Sun Valley. They will have to pay a minimum revenue guarantee in case they do not get enough flights, but it is a reasonable price.

Chairman Jim Manion adjourned the meeting at 2:00 p.m.

Idaho Travel Council Meeting
Rupert's Restaurant, McCall, Idaho
August 8-9, 2016

Idaho Travel Council Members Present:

Doug Burnett, *Region I*
Lara Smith (Vice-Chair), *Region II*
Jim Manion (Chair), *Region III*
Shawn Barigar, *Region IV*
Matt Hunter, *Region V*
Courtney Ferguson, *Region VI*
Mike Fitzpatrick, *Region VII*
Rick Shaffer, *Multi-Region*

Commerce Staff Present:

Megan Ronk, *Director*
Matt Borud, *Marketing and Innovation Officer*
Diane Norton, *Tourism Manager*
Cindy Lee, *Grants and Contracts Manager*
Ewa Szewczyk, *Grants and Contracts Specialist*
Laura Conilogue, *Administrative Assistant I*

Wednesday, August 9, 2017

Welcome and Introductions

Chairman Jim Manion called the meeting to order at 8:37 a.m.

Council, Idaho Tourism, and audience introductions.

Grant Award Process – Cindy Lee

This year the Council decided they would first discuss how much they are planning on giving each multi-region grantee. However they will not make a motion to fund until going through all the organizations in each region.

Multi-Regional Grantee Discussion

Idaho Bed and Breakfast Association (IBBA)

Last year they requested \$48,969, and were awarded \$36,350.
This year they requested \$45,428.

Recommendations:

Region 1 – \$500
Region 2 – \$1,000
Region 3 – \$10,000
Region 4 – \$ 0
Region 5 – \$3,000
Region 6 – \$3,000
Region 7 – \$500
Total: \$18,000

The Council thinks this grantee needs to make some changes before they can receive the grant amount they are requesting. They need to have total representation of all B&B's, even those who are not members. Rick noted that in their brochures, they include all the B&B's in the state, not just their members. The Council suggests that IBBA review their bylaws and mission objectives. Rick explained IBBA needs to have enough grant funding in order to keep marketing,

improving their mission and values, and retaining viability of the organization. Rick requests at least \$24,000 for IBBA to remain viable.

Idaho Outfitters & Guides Association (IOGA)

Last year they requested \$161,535, and were awarded \$86,150.

This year they requested \$140,085.

Recommendations:

Region 1 – \$4,250

Region 2 – \$14,031

Region 3 – \$40,000

Region 4 – \$5,000

Region 5 – \$2,500

Region 6 – \$13,100

Region 7 – \$6,000

Total: \$84,881

If IOGA was awarded this amount, they would not be able to fund their research project.

Idaho Ski Areas Association

Last year they requested \$90,000, and were awarded \$64,250.

This year they requested \$96,800.

Recommendations:

Region 1 – \$7,250

Region 2 – \$1,000

Region 3 – \$32,000

Region 4 – \$5,500

Region 5 – \$3,000

Region 6 – \$11,300

Region 7 – \$8,000

Total: \$68,050

No comments.

Idaho RV Campgrounds Association (IRVCA)

Last year they requested \$95,117, and were awarded \$94,831.

This year they requested \$96,558.

Recommendations:

Region 1 – \$9,053

Region 2 – \$3,245

Region 3 – \$42,000

Region 4 – \$13,510

Region 5 – \$9,000

Region 6 – \$17,250

Region 7 – \$2,500

Total – \$96,558

The Council agrees that IRVCA has a great marketing plan in place for next year, they received one of the highest application scores. RV camping is a big part of Idaho tourism and the Council needs to continue to support them.

Further Multi-Regional Discussion

Rick will be attending as many meetings as he can of all the multi-regional organizations so the Council can better understand what the organizations are doing.

Grant Awards

Region I

Doug Burnett motioned to award the following effective August 1, 2017:

- \$580,000 to the Coeur d'Alene Convention & Visitors Bureau.
Rick Shaffer seconded. All in favor. **Motion approved.**
- \$160,000 to the Greater Sandpoint Chamber of Commerce.
Lara Smith seconded. All in favor. **Motion approved.**
- \$106,000 to the North Idaho Tourism Alliance.
Rick Shaffer seconded. All in favor. **Motion approved.**
 - Note: The leadership of NITA must make a specific attempt to meet with the Shoshone and Boundary County members of NITA to make a plan to increase lodging room revenue and improve marketing in those areas.
- \$74,500 to the Post Falls Chamber of Commerce.
Mike Fitzpatrick seconded. All in favor. **Motion approved.**
- \$500 to Idaho Bed and Breakfast Association.
Shawn Barigar Seconded. All in favor. **Motion approved.**
- \$4,250 to Idaho Outfitters and Guides Association.
Lara Smith seconded. All in favor. **Motion approved.**
- \$9,053 to Idaho RV Campgrounds Association.
Matt Hunter seconded. All in favor. **Motion approved.**
- \$7,250 to Idaho Skis Areas Association.
Rick Shaffer seconded. All in favor. **Motion approved.**

Region II

Lara Smith motioned to award the following effective August 1, 2017:

- \$80,000 to Visit Lewis Clark Valley.
Matt Hunter seconded. All in favor. **Motion approved.**
- \$47,750 to Kamiah Chamber of Commerce.
Matt Hunter seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$70,000 to the Moscow Chamber of Commerce.
Shawn Barigar seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$20,000 to North Central Idaho Travel Association.
Rick Shaffer seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$16,000 to the Orofino Chamber of Commerce.
Mike Fitzpatrick seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$36,000 to the Salmon River Chamber of Commerce.
Shawn Barigar seconded. All in favor. **Motion approved.**

- Contingent on verification of cash match support.
- \$1,000 to Idaho Bed and Breakfast Association.
Doug Burnett seconded. All in favor. **Motion approved.**
- \$14,031 to Idaho Outfitters and Guides Association.
Shawn Barigar seconded. All in favor. **Motion approved.**
- \$3,245 to Idaho RV Campground Association.
Matt Hunter seconded. All in favor. **Motion approved.**
- \$1,000 to Idaho Ski Areas Association.
Rick Shaffer seconded. All in favor. **Motion approved.**

Region III

Courtney Ferguson motioned to award the following effective August 1, 2017:

- \$926,500 to the Boise Convention & Visitors Bureau.
Shawn Barigar seconded. All in favor. Jim Manion abstained from voting.
Motion approved.

Jim Manion motioned to award the following effective August 1, 2017:

- \$72,951 to the Cascade Chamber of Commerce.
Rick Shaffer seconded. All in favor. **Motion approved.**
- \$290,770 to the McCall Area Chamber of Commerce.
Matt Hunter seconded. All in favor. **Motion approved.**
- \$79,000 to the Nampa Chamber of Commerce.
Shawn Barigar seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$475,000 to the Southwest Idaho Travel Association.
Doug Burnett seconded. All in favor. **Motion approved.**
- \$10,000 to the Idaho Bed and Breakfast Association.
Shawn Barigar seconded. All in favor. **Motion approved.**
- \$40,000 to Idaho Outfitters and Guides Association.
Shawn Barigar seconded. All in favor. **Motion approved.**
- \$42,000 to Idaho RV Campground Association.
Doug Burnett seconded. All in favor. **Motion approved.**
- \$32,000 to Idaho Ski Areas Association.
Mike Fitzpatrick seconded. All in favor. **Motion approved.**

Region IV

Shawn Barigar motioned to award the following effective August 1, 2017:

- \$353,102 to Southern Idaho Tourism.
Matt Hunter seconded. All in favor. **Motion approved.**
 - Contingent on approved amendment on the scope of work and verification on match support.
- \$5,000 to Idaho Outfitters and Guides Association.
Lara Smith seconded. All in favor. **Motion approved.**
- \$13,510 to Idaho RV Campground Association.
Doug Burnett seconded. All in favor. **Motion approved.**
- \$5,500 to Idaho Ski Areas Association.

Rick Shaffer seconded. All in favor. **Motion approved.**

Region V

Matt Hunter motioned to award the following effective August 1, 2017:

- \$42,000 to Bear Lake Convention & Visitors Bureau.
Shawn Barigar seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$141,500 to Southeast Idaho High Country Tourism.
Rick Shaffer seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$175,592 to the Pocatello Convention & Visitors Bureau.
Shawn Barigar seconds. All in favor. **Motion approved.**
- \$3,200 to the Idaho Bed and Breakfast Association.
Rick Shaffer seconded. All in favor. **Motion approved.**
- \$2,500 to Idaho Outfitters and Guides Association.
Rick Shaffer seconded. All in favor. **Motion approved.**
- \$9,000 to Idaho RV Campground Association.
Lara Smith seconded. All in favor. **Motion approved.**
- \$2,000 to Idaho Ski Areas Association.
Mike Fitzpatrick seconded. All in favor. **Motion approved.**

Region VI

Courtney Ferguson motioned to award the following effective August 1, 2017:

- \$66,000 to the Teton Regional Economic Coalition.
Rick Shaffer seconded. All in favor. **Motion approved.**
- \$207,000 to the Idaho Falls Chamber of Commerce.
Mike Fitzpatrick seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$3,000 to the Idaho Bed and Breakfast Association.
Lara Smith seconded. All in favor. **Motion approved.**
- \$13,100 to Idaho Outfitters and Guides Association.
Lara Smith seconded. All in favor. **Motion approved.**
- \$17,250 to Idaho RV Campground Association.
Doug Burnett seconded. All in favor. **Motion approved.**
- \$11,300 to Idaho Ski Areas Association.
Lara Smith seconded. All in favor. **Motion approved.**

Lara Smith motioned to award the following effective August 1, 2017:

- \$377,682 to Yellowstone Teton Territory.
Doug Burnett seconded. All in favor. Courtney Ferguson abstained from voting. **Motion approved.**

Region VII

Mike Fitzpatrick motioned to award the following effective August 1, 2017:

- \$65,503 to the Hailey Chamber of Commerce.
Courtney Ferguson seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$24,000 to the Lemhi County Economic Development Association.
Courtney Ferguson seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$294,612 to the Sun Valley Marketing Alliance Inc.
Lara Smith seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$50,606 to the Stanley-Sawtooth Chamber of Commerce.
Courtney Ferguson seconded. All in favor. **Motion approved.**
 - Contingent on verification of cash match support.
- \$500 to the Idaho Bed and Breakfast Association.
Lara Smith seconded. All in favor. **Motion approved.**
- \$6,000 to Idaho Outfitters and Guides Association.
Lara Smith seconded. All in favor. **Motion approved.**
- \$2,500 to Idaho RV Campground Association.
Matt Hunter seconded. All in favor. **Motion approved.**
- \$8,000 to Idaho Ski Areas Association.
Matt Hunter seconded. All in favor. **Motion approved.**

Multi-Regionals – Totals

Idaho Bed and Breakfast Association (IBBA)

The Idaho Travel Council awarded the Idaho Bed and Breakfast Association \$18,000.

Idaho Outfitters and Guides Association (IOGA)

The Idaho Travel Council awarded the Idaho Outfitters and Guides Association \$84,881.

Idaho RV Campgrounds Association (IRVCA)

The Idaho Travel Council to award the Idaho RV Campgrounds Association \$96,558.

Idaho Ski Area Association

The Idaho Travel Council to award the Idaho Ski Areas Association \$68,050.

The total awards for all Multi-Region grantees is \$267,489.

Total award to all grantees this year is \$5,099,557.

Average funding was 83%.

FY17 Recap / FY18 Budget Review – Matt Borud

Thank you to Council for the time and consideration they have put into the grant awards. An online tourism website, SKIFT, named VisitIdaho as one of the 25 Best Tourism Board Websites in the World. There has been continual recognition of the program.

Great numbers this past year:

- Total tax revenue was \$11,006,382. \$12,246,437 is next year's forecasted revenue.
- 13.41% growth last year, and 12.41% growth so far this year.
- 80.5% occupancy rates so far this year. FY18 is forecasted to be 65.2%.

- Average Daily Rate (ADR) is up by 6% so far, and 3% annually. ADR in FY18 is predicted to be \$102.34.
- The total vacation rental tax revenue collection in June was \$48,330.
- In FY16, 8 months had double-digit tax revenue growth, and in FY17, 9 months had double-digit growth.

There has been strong year over year growth, and these trends are expected to continue. FY18 is forecasted to have 10.3% growth. Tourism has a budget of \$5,000,000 this year, including an extra \$600,000 that they did not have the spending authority to spend last year. This year Commerce will go back to the Legislature and ask for another spending authority increase because they will be at the top of their spending authority again this year.

Tourism Development FY18 – Diane Norton

Tourism goals for 2018 are to focus on Gateway Visitor centers, many of them need improvements. Another goal is to implement hospitality training around the state. Region IV has a successful program, and Diane will be working with Melissa Barry to implement it to the rest of the state. The last goal is to engage with Longwood's Research, and using the information they find, work on a five year strategic marketing plan to strengthen Idaho's shoulder seasons.

The Roadside Brochure will be coming out within 90 days. 20,000 copies will be printed.

Idaho Tourism is working with partners on a 24 month plan for Idaho Craft Beer Month (ICBM). The goal of the first year was to bring attention to the event. Now, more activities are being planned to make ICBM even more popular.

Wines Fly Free has been a very successful program. Paid media has been running since May 1, 2017 and the program launched on June 1, 2017 at the Boise and Lewiston airports.

The Idaho Conference on Recreation and Tourism (ICORT) will be held October 17 – 19, 2017. The ITC Meeting is on the afternoon of October 16, and the Grant Summit is on the morning of October 17. ICORT will be held in Coeur d'Alene at the Best Western. Registration for ICORT is live and nominations for the Lifetime Achievement Award will be accepted until Sept 11, 2017.

The dates for the January meeting are January 23 and 24, 2018. The reception is the evening on the evening of January 23, with the meeting on January 24.

International Marketing Recap – Nancy Richardson

The new Brand USA publication has an Idaho itinerary in its center section. That will be good publicity for Idaho.

Idaho Tourism spent \$100,000 on co-op marketing programs. Some campaigns are in print, and some are in digital. One German language video was produced and received good press through Brand USA. International programs are looked at/worked on in 5 year chunks. Idaho saw an increase of 44% over five years in the amount of international airplanes landing in Idaho.

Recommendation on Changes to Grant Administration Costs – Cindy Lee

As of now, grantees can use 10% of their grant awards for administration and fulfillment costs. There is a cap of \$25,000 they can use toward the admin and fulfillment costs. Some grantees

have requested the Council consider an increase to the amount awarded under the grant for admin either through a percentage increase or an increase to the \$25,000 cap. When grants become larger, they cost more to administer. If the cap was increased, it would only will affect seven grantees. Cindy mentioned that uses of the 10% admin costs are limited in their purposes. Region I recommends eliminating the 10% cap. Matt Hunter says Region V uses most of their 10% on fulfillment. He recommends increasing the cap, not completely removing it.

Cindy said she and her grants team will do more research before any motions are made. They will talk to grantees to understand what they need an increase for. In October they will present their recommendation.

Joint Finance-Appropriations Committee (JFAC) Process Overview – Keith Bybee

Keith Bybee works in the Legislative Services Office in the revenue and tax programs, and has been through 10 legislative sessions. Legislative Services staffs JFAC, provides fiscal information to legislatures, and gives program information to legislators.

When Commerce asks for an increase in their spending authority for the ITC grant, Keith has to do the research to see if that should be approved. He checks to make sure the cash balances are being used appropriately and fully. If the legislature sees too much money sitting in the bank not getting spent, they might lower the tax rate with the intention of sending relief to Idahoans. Matt pointed out that growth of the 2% bed tax is not because the tax is not too high, it is because more people are visiting Idaho, because of Idaho's marketing efforts.

This Council has seen unprecedented growth. Requests for funds from grantees need to be timely, and not left for the last minute, because it looks like they do not need it. It looks especially bad when the money gets returned. Perhaps during the March road shows the timely use of funds should be discussed. The point of the grant money is to get the money spent, and to market Idaho.

The legislators want to know how the dollars on the ground are affecting their own districts. The Council should meet with their own legislatures to let them know what the local projects are, how it helps their constituents, and why the money is important.

Drake Cooper Update – Josh Mercaldo

VisitIdaho.org:

Drake Cooper and Idaho Tourism are focused on two main areas of the website during this time. The first area is optimization and media reporting, this means they are running analyses on the site, to see how long users are on the website, and what they are researching. They can get this information in real time. The second area of focus is web experience. The search function is being revamped, a new photo gallery was built, and a new feature called "Backpack" was created that allows users to create an account on the website where they can save the things they have searched for and can share the information. New content is always being added like trip guides, blogs, stories, and travel logs.

Fall/Winter Planning:

The fall ad campaigns has a \$30,000 budget, and is 100% digital media. On the website they will include fall trip tips, road trip ideas, and eclipse ideas.

The winter ad campaign has a \$650,000 total budget, up from \$425,000 last year. The website will highlight new trip guides, blogs, and some reused content that has worked in previous years. November 1 is the start of the winter campaign, and it will last until the end of February.

Travel Guide:

The new travel guide is getting regional updates and new user generated photography. 90,000 units of the new travel guide will be printed, which is down from the 110,000 units that were printed last year. The guides will not include Airbnb, Vacasa, or other properties on similar sites, however it will include all other lodging property, like previous travel guides. The guides will be delivered in early January 2018.

Co-op Progress:

The co-op program has a \$250,000 budget this year, same as last year. 67 co-ops were funded last year, with each region being represented, as well as most multi-regionals. The money from this program is usually allocated by the third week of October. The \$250,000 funds 50% of net media buy, therefore \$500,000 in Idaho marketing is going out. Grantees can partner with other grantees, the state, or non-profit tourism groups.

To participate in the co-op project, grantees are responsible for budget allocation, media selection, timing of ads, the message of the ad, media vendor management, funding, tear sheets, and performance tracking. The following are not allowable costs towards the co-op: production-related expenses (photo shoots, proofs, video editing), travel guide advertising, Roadsider advertising, collateral development & printing, and non-media related assignments.

Research:

As in past years, Idaho Tourism will have research done on Idaho. Research partners include Longwoods, STR, and co-op research as well. Idaho Tourism will help pay for research with individual grantees. Some partners have included Bonners Ferry, Southern Idaho Tourism, Ski Idaho, and the Idaho Wine Commission. However, unlike co-op advertising, it is not a 50/50 match.

Other Discussion

No further discussion.

Chairman Jim Manion adjourned the meeting at 12:08 p.m.