



Brad Little, Governor
Tom Kealey, Director

**Idaho Travel Council
January 23, 2019
Boise, Idaho
Joe R. Williams Building – East Conference Room**

9:00 a.m.	Call to Order	Doug Burnett, Chairman
	Welcome and Introductions	
	Approve Minutes	
9:15 a.m.	Commerce Updates	
	Administrator	Matt Borud
	Tourism Staff Roles and Budget Updates	Diane Norton
	Co-op Advertising Research	Ewa Szewczyk
	Suggested Changes for 2019 ITC Application	Ewa Szewczyk
	Action Items: Scope of Work Changes	Cherié Norris
	<ul style="list-style-type: none">• Region 2 Hells Canyon Visitor Bureau DBA Visit Lewis Clark Valley• Region 3 Southwest Idaho Travel Association (SWITA)• Region 7 Hailey Chamber of Commerce	
10:30 a.m.	Idaho Tax Commission Update	Cheryl Shane & Craig Allison
11:00 a.m.	Idaho Fish and Game-Steelhead Fishing Update	Ian Malepeai
11:30 a.m.	Idaho Outfitters and Guides Association Update	Aaron Lieberman
12:00 p.m.	2019 Travel Guide Unveiling	Andrea Rayburn

12:10 p.m.	Welcome	Director Kealey
12:15 p.m.	Drake Cooper Update	Jeremy Chase
12:45 p.m.	Public Comment	Doug Burnett, Chairman
12:55 p.m.	Other Discussion	
	Future Meetings	
	March Tourism Tour Dates	
	ITC March Regional Recap in Boise	
	ITC May Meeting	
	ITC July Meeting	
	2020 Chairmanship	
1:10 p.m.	Meeting Adjourn	Doug Burnett, Chairman