



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council

January 23, 2019

Boise, Idaho

Joe R. Williams Building – East Conference Room

Idaho Travel Council Members Present:

Doug Burnett (Chair), *Region I*
Matthew Hunter (*Vice Chair*), *Region V*
Pat Morandi, *Region III*
Shawn Barigar, *Region IV*
Lonnie Allen, *Region VI*
Mike Fitzpatrick, *Region VII*

Commerce Staff Present:

Tom Kealey, *Director*
Matt Borud, *Marketing and Innovation Officer*
Diane Norton, *Tourism Manager*
Cherié Norris, *Grants and Contracts Analyst*
Ewa Szewczyk, *Grants and Contracts Specialist*
Kathy Schofield, *Administrative Assistant I*

Wednesday, January 23, 2019

Welcome and Introductions

Chairman Doug Burnett called the meeting to order at 9:05 am.

He introduced Pat Morandi, the newest member of the Idaho Travel Council representing Region III.

Remaining council members introduced themselves and the Region they represent.

Action Item: approval of meeting minutes

Shawn Barigar motioned to approve meeting minutes.

Lonnie Allen seconded the motion.

No discussion

All in favor

Motion approved

Matt Borud Administrator Updates

Matt provided a collections update, an update on the 18 Summers trademark project and an update on the administrative rule change process.

Diane Norton - Tourism Staff Roles and Budget Updates

Diane provided an update on the budget, council handbook, research and upcoming dates.

Co-op Advertising Research Ewa

Ewa reviewed the grant application schedule which closes the first of April. Grant Presentations will be May 7th and 8th at the Capitol. She presented Co-operative advertising findings from research requested in last meeting. Discussion about research findings and training of grantees going forward.

Handbook updates will be presented during March meeting. Waiting for the IDAPA Rule to be passed before sending out finalized handbook.

Action Items: Scope Of Work Changes – Cherié Norris

Region 2 Hells Canyon Visitor Bureau DBA Visit Lewis Clark Valley

Council discussed the new plans for the requested budget change.

Lonnie Allen motioned to accept changes as presented.

Shawn Barigar seconded motion.

All in favor

Motion approved.

Region 3 Southwest Idaho Travel Association (SWITA)

Council discussed the purpose and the process for developing and updating mobile app.

Chairman, Doug Burnett motioned to accept changes as presented.

Lonnie Allen seconded the motion.

All in favor

Motion approved.

Region 7 Hailey Chamber of Commerce

Council discussed the potential and uniqueness of the Trailing of the Sheep Festival.

Mike Fitzpatrick made a motion to accept the changes as presented

Matt Hunter seconded motion.

All in favor.

Motion approved.

Idaho Fish and Game Update – Ian Malepeai

Ian updated everyone about the department's revenue model, the Steelhead fishing permit issue, provided other hunting permitting information and agency news.

Idaho Tax Commission Update – Craig Allison

Craig Allison reviewed the updated tax reporting forms with the Council and presented updated reporting for all counties.

Idaho Outfitters and Guides Update – Aaron Lieberman

The new executive director of Idaho Outfitters and Guide, Aaron Lieberman, updated Council on organizations priorities and project updates

2019 Travel Guide – Andrea Rayburn

Andrea Rayburn presented the new and redesigned 2019 Travel Guide.

Break at 12:05 to reconvene at 12:15

Chairman, Doug Burnett, introduced Director Kealey. The Director gave updates on first week on the job.

Drake Cooper Update – Jeremy Chase

Jeremy provided an update on the prime season campaign launch.

Drake Cooper Arrivalist Update - Maria Walker

Maria presented the Arrivalist tool and how the information might be used for advertising decisions and to grow tourism in the state. Drake Cooper would like to find ways to make the data actionable and would like to present during the March Tourism Tour.

Public Comment

Cascade, McCall, Donnelly hosting dog racing the 31st and invited everyone to attend.

Discussion Topics:

March Tourism Tour dates are included in packets

ITC Grant Presentations will be held in the Lincoln auditorium May 7th and 8th

The July ITC Grant Awards meeting will be held in Twin Falls, July 29 and 30th.

Action Item: Matt Hunter would like the council to reconsider co-chairs to be one vice-chair, Rick Shaffer.

Chairman, Doug Burnett, made motion to approve.

Shawn Barigar seconded the motion.

No discussion.

All in favor.

Motion Approved

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Shawn Barigar made motion to adjourn.

Matt Hunter seconded the motion.

Chairman, Doug Burnett, adjourned the meeting at 1:13 pm