



Brad Little, Governor
Tom Kealey, Director

**Idaho Travel Council
Tuesday, May 7, 2019
Idaho State Capitol – 700 W. Jefferson Boise, Idaho**

Idaho Travel Council Members Present:

Doug Burnett (Chair), *Region I*
Rick Shaffer, (Vice-Chair), Multi-Region
Art McIntosh, Region II
Pat Morandi, Region III
Shawn Barigar, Region IV
Matthew Hunter *Region V*
Lonnie Allen, Region VI

Commerce Staff Present:

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

Call to Order & Introductions

Doug Burnett, Chair, called meeting to order 9:01 am
May 5 thru 11 is National travel and tourism week and the topic is "Why travel matters".

Action Item: approval of meeting minutes (action item)

Doug Burnett, Chair, motioned to approve meeting minutes.
Pat Morandi seconded the motion.
All in favor. No discussion.
Motion approved.

Director Tom Kealey - Commerce Update

Director Kealey issued a challenge to the Idaho Travel Council and Tourism Staff to add extra time at their next meeting to strategize and set goals to help the Department of Commerce move Idaho Tourism from the third largest industry in the State of Idaho to the second.

Matt Borud – Tourism Budget Review

Matt updated the Council about the continued growth in collection revenue and Administrative Rules.

Ewa Szewczyk – Grant Updates and Presentation Process Review

Ewa provided an update on grant handbook changes. She Introduced Mark Blaiser.
Ewa reviewed the process for the Grant Presentations.

Presentations:

Idaho RV Campground Association – Anne Chambers/Jeanne Bixby
Grant request of **\$98,580.00**.

Idaho Lodging & Restaurant Association – Pam Eaton
Grant request of **\$59,188.00**.

Idaho Outfitters & Guides Association – Aaron Lieberman
Grant request of **\$140,190.00**.

BREAK 10:34 TO 10:45

Reconvened 10:45 and Governor Little spoke to the Travel Council. Tourism replaces jobs that are lost through modernizing. The Governor said he will be announcing a new Broadband Task Force soon.

Idaho Ski Areas Association – Rebecca Reeves and Bob Looper
Grant request of **\$88,000.00**.

Hailey Chamber of Commerce – Mike McKenna
Grant request of **\$89,750.00**.

Stanley-Sawtooth Chamber of Commerce – Jason Bosley
Grant request of **\$96,805.00**.

LUNCH

Reconvene at 1:10 pm

Sun Valley Marketing Alliance – Scott Fortner
Grant request of **\$400,000.00**.

Ewa Reviewed Grant schedule/time allotted.

Greater Sandpoint Chamber of Commerce – Kate McAlister
Grant request of **\$229,116.00**.

Southeast Idaho High Country Tourism – Destiny Egley
Grant request of **\$149,500.00**.

Greater Pocatello CVB – Birgitta Bright
Grant request of **\$180,000.00**.

BREAK until 2:45

Teton Regional Economic Coalition – Kristie Eggebrotten
Grant request of **\$200,352.00**.

Idaho Falls Chamber of Commerce – Chip Schwarze
Grant request of **\$322,650.00**.

Q & A – Doug Burnett, Chair

Meeting adjourn:

Doug Burnett, Chair, entertained the motion to adjourn for the day

Shawn Barigar seconded the motion.

All in Favor. No discussion

Motion approved

Doug Burnett, Chair, adjourned the meeting at 3:22 p.m.

Idaho Travel Council
Wednesday, May 8, 2019
Idaho State Capitol – 700 W. Jefferson Boise, Idaho

Idaho Travel Council Members Present:

Doug Burnett (Chair), *Region I*
Rick Shaffer, (Vice-Chair), Multi-Region
Art McIntosh, Region II
Pat Morandi, Region III
Shawn Barigar, Region IV
Matthew Hunter, *Region V*
Lonnie Allen, Region VI

Commerce Staff Present:

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

Call to Order & Introductions

Doug Burnett, Chair, called meeting to order 9:00 am

Ewa Szewczyk – Grant Updates and Presentation Process Review
Reviewed outline for presentations

Presentations:

Boise Convention & Visitors Bureau – Carrie Westergard
Grant request of \$1,257,775.00.

Southwest Idaho Travel Association – Jared Montague
Grant request of \$643,114.00.

Cascade Chamber of Commerce – Bobbie Patterson
Grant request of \$80,205.00.

BREAK

Returned 10:20 am.

McCall Area Chamber of Commerce – McKenzie Kraemer
Grant request of **\$375,618.35**.

Nampa Chamber of Commerce – Mitch Minnette
Grant request of **\$112,466.00**.

North Idaho Tourism Alliance (NITA) – Ricia Lasso
Grant request of **\$167,667.00**.

Coeur d'Alene Convention & Visitors – Mark Robitaille
Grant request of **\$750,000.00**.

LUNCH

Doug called meeting back to order at 1:00 pm. Reminded everyone to sign in and Ewa reviewed process again.

PRESENTATIONS CONTINUED:

Yellowstone Teton Territory – Kathy Pope
Grant request of **\$475,000.00**.

Visit Lewis Clark Valley – Michelle Peters
Grant request of **\$96,000.00**.

Moscow Chamber of Commerce – Jenny Ford
Grant request of **\$99,638.00**.

10 - MINUTE BREAK

North Central Idaho Travel Association – Deb Smith
Grant request of **\$80,729.00**.

Challis Chamber of Commerce – Sherry Maestas
Grant request of **\$22,010.00**.

Southern Idaho Tourism – Melissa Barry
Grant request of **\$394,800.00**.

Scope of Work Change Requests – Ewa Szewczyk (action item)

Nampa Chamber – Commerce supports because sponsorships are bound by contracts.

- Reallocation of **\$29,000.00**.
- \$2,000.00 – Sponsor Fall Reined Cow Horse/Futurity Event.
- \$8,000.00 – Sponsor Arena Events at FIC.
- \$2,000.00 – Print Advertising.
- \$9,000.00 – Sponsor Idaho Cutting Horse Association, Quarter Horse News, Cutting Horse Chatter.
- \$1,000.00 – ICORT Attendance for Grant Manager
- \$7,000.00 – Sponsorship of Snake River Stampede.

Current grant (2017/2018) - \$82,350.00

Current balance - \$75,408.72

Rick Shaffer motion to approve.

Shawn Barigar seconded motion.

All in favor. No discussion.

Motion Approved.

NCITA – Commerce supports.

Reallocation of **\$7379.00**.

- \$3,143.21 - Digital Advertising for Lodging Campaign, Brewery Tour Video Campaign using Facebook, Instagram, and Google. Advertising to run May – September.
- \$1,000.00 – Regional Social Media Impact Campaign.
- \$3,235.79 – Shift Print Funds to Inlander Spokane.

Current grant (2017/2018) - \$80,000.00

Current balance - \$63,358.50

Art McIntosh motion to approve.

Matt Hunter seconded motion.

All in favor. No Discussion.

Motion approved.

YTT – Commerce supports.

- Reallocation of **\$1,808.00**.
- -\$904.00 Reduce capital outlay for trade show booth.
- \$148.00 – TV Monitor
- \$756.00 – Increase Marketing Budget.

Current grant (2017/2018) - \$410,000.00

Current balance - \$236,125.72

Lonnie Allen motion to approve.

Pat Morandi seconded the motion.

All in favor. No discussion.

Motion approved.

Q & A – Doug Burnett, Chairman

Discuss next meeting. Shawn and Melissa will get email out to council and staff about organizing the meeting in Twin Falls. Director would like Tuesday session to be extended to begin to plan and set goals to improve Idaho Tourism.

Meeting Adjourn:

Doug Burnett, Chair, entertained the motion to adjourn for the day.

Matt Hunter made motion to adjourn.

Rick Shaffer seconded the motion.

All in Favor.

No discussion.

Motion approved.

Doug Burnett, Chair, adjourned the meeting at 4:30 pm.