

Idaho Travel Council
 Wednesday, February 5, 2020
 Continental Conference Room
 Coeur d'Alene Resort, Boardroom 5
 115 S. 2nd Street
 Coeur d'Alene, Idaho

Idaho Travel Council Members Present	Commerce Staff Present
Richard Shaffer (Chair) Multi-Region	
Mike Fitzpatrick, (Vice-Chair) Region VII	Diane Norton, Tourism Manager
Art McIntosh, Region II	Ewa Szewczyk, Grants Manager
Pat Morandi, Region III	Kathy Schofield, Administrative Assistant
Shawn Barigar, Region IV	
Matthew Hunter, Region V	
Lonnie Allen, Region VI	

Welcome

Call to Order 9:03 am and Introductions – Richard Shaffer, Chair
 Introduction of Kayoko Magnus, new ITC Member.
 Rick made announcement regarding boarding of the boat tomorrow to go to the Hagadone Reception Center for the Council meeting.

Rick Shaffer was voted in as the new Chair for the ITC Council.
 Motion to approve Matt Hunter.
 Seconded Lonnie Allen.
 All in Favor.
Approved.

Mike Fitzpatrick was voted in as the new Vice-Chair for the ITC Council.
 Motion to approve Matt Hunter.
 Seconded Shawn Barigar.
 All in Favor.
Approved.

Approval of October 2019 Meeting Minutes (Action Item).
 Motion to approve Shawn Barigar.
 Seconded Matt Hunter.
 All in Favor.
Approved.

Diane Norton introduced Mathias Jung, of RMI. Mathias presented a power point presentation and educated the group about the Consortium and the Great American West Program.

Pat Morandi asked for clarification regarding the contribution from the other 4 states and Mathis replied the contacts for all 5 states are the same. Mathias further stated they will not be adding any additional states to the Great American West. Mathias lead a discussion regarding the history of the organization, and Nancy Richardson's continued success introducing and growing international tourism through this organization. Mathias suggested he and Nancy would be available to go to any region or area of the state to do a road show to train and educate interested parties.

Commerce Update - Diane Norton

Diane reviewed the statewide program budget and pointed out international marketing dollars. She mentioned the county information (rainbow report) had been emailed to everyone and will send out on a quarterly basis. Shawn Barigar would like to see the numbers monthly, so they can plan ahead and look for trends; Rick Shaffer and Mike Fitzpatrick agreed. Diane said they typically receive the numbers from the tax commission between the 10th and 15th so she will turn them around quickly and shoot them out to the Council.

Matt Hunter reported December hotel numbers in his region were down and feels like it was due to an epic hospital upgrade which had put people in hotels, but the upgrade has been completed.

Diane reviewed the monthly tax collection and reported it is up 9% at this time. Diane asked to be contacted regarding new properties so Tourism can reach out to them and create a nice touch point.

Grant program/update – Ewa Szewczyk

Ewa lead a discussion about the ITC 25k cap. Administrative Cost Threshold Research – did a survey from Jan 1 to Jan 24 and told up to 2 people per organization could submit an answer; 27 responses were received.

Matt Borud and Ewa think the flat 10% is not realistic. They feel a 50k cap would be more reasonable. This would only apply to future grants.

To make this change does not require going back to legislature. This can be done through the handbook and can be changed each year, if needed.

Motion to accept 50k as cap for admin funds fiscal year 2020 was made by Mike Fitzpatrick. Seconded by Lonnie Allen.

All in favor.

Approved.

Pam Eaton, with ILRA, joined the ITC Meeting via a conference call to discuss legislation regarding liquor licenses.

Ewa continued to review changes on application forms. She reviewed the Application Budget detail report so there is a way to track what is and has been spent by the Grantee.

Ewa said she plans on scheduling some training during the Tourism Tours and is available to help anytime. Application will go out on the 14th and told Council to feel free to email or call her.

Scope of Work for Boise Metro Chamber of Commerce (BMCC)

Motioned to accept made by Pat Morandi.

Seconded Matt Hunter.

All in favor.

Approved.

NCITA Scope of Work Change

Motion to approve by Art McIntosh.

Seconded Pat Morandi.

All in favor.

Approved.

Diane explained the process for selecting the new Marketing and PR Firms and introduced Madden Media.

Madden Media – Dan Janes and Addy Coleman

Dan Janes stated this had been one of the most professional processes in his career. Madden officially took over the reins. February 1. The Prime Campaign will launch on February 18. Dan shared the history of Madden Media.

Addy explained one of their specialties is cooperative marketing programs.

Idaho specific – 26 partners in adventure guide and story campaigns and they plan to promote those thru paid content distributions. Madden Media's Core values are **collective impact, responsible marketing and Marketing agility.**

Red Sky – Public Relations – Jessica Flynn

Jessica stated Red Sky has been functioning as sub-contractor for Drake Cooper for several years with Commerce. Red Sky believe they are reputation defenders. She further described the founding of the company, the history and her background as a journalist. Jessica introduced Gloria Miller, the day to day Project Manager and invited the Travel Council to share stories and experiences with Gloria.

Diane Norton discussed future meetings. There might be a conflict for region 5 and 6 for March Tourism Dates. Diane asked for an offline meeting with ITC member Lonnie Allen and Matt Hunter to discuss further.

Diane is working on March Tourism Tours Agendas. Madden Media and Red Sky will be participating in the Tourism tours.

There was a brief discussion regarding ITC March Tourism Recap Meeting in Boise. Some Council members will not be able to attend so a conference call will be available. The July meeting will be decided in March.

Public Comments / questions- none.

Motion to Adjourn by Matt Hunter.

Seconded Shawn Barigar.

All in favor

Meeting adjourned at **12:00 pm**

Idaho Travel Council

Thursday, February 6, 2020
Coeur d'Alene Resort – Hagadone Event Center
900 S. Floating Green Drive
Coeur d'Alene, Idaho

Idaho Travel Council Members Present	Commerce Staff Present
Richard Shaffer, (Chair) Multi-Region	Matt Borud, Marketing and Innovation Officer
Mike Fitzpatrick, (Vice-Chair) Region VII	Diane Norton, Tourism Manager
Kayoko Magnus, Region I	Ewa Szewczyk, Grants Manager
Art McIntosh, Region II	Kathy Schofield, Administrative Assistant
Pat Morandi, Region III	
Shawn Barigar, Region IV	
Matthew Hunter, Region V	
Lonnie Allen, Region VI	

Welcome

Rick Shaffer called the meeting to order 10:08 am. Doug Burnett is attending as an honored and special guest.

ITC Strategic Plan Discussion – Matt Borud and Abbey Louie, Mintify

Matt Borud summarized previous Strategic Planning meetings and introduced Abbey Louie.

Abbey stated they would be staying in full group for this final Strategic Planning Meeting, instead of breaking into groups.

Focus on 3 priorities:

- 1) Process and efficiency: Improve processes and drive efficiency within the grant program
 - Increase transparency.
 - Bolster Accountability.
 - Identify and implement application and evaluation process improvement.
- 2) Partnerships and best practices: Leverage partnerships and best practice to increase impact and reduce redundancies.
- 3) Educate and increase awareness: Communicate the value of the tourism industry to Idaho's economy and the resources available through Idaho Tourism and the ITC to help communities attract visitors and businesses grow.

Discuss Potentially Immediate Strategic Plan Implementation Items (Action Item)- Ewa Szewczyk

Ewa passed around a hand-out to each member of the Council, Matt Borud, Diane and Abbey and reviewed the content of Proposed Changes to Scope of Work Change Process. Matt Hunter really liked the proposed changes. Matt Borud felt this would align with the Grantees getting quicker response. Rick Shaffer felt the process should have an addendum to contact the specific region rep and get their input. Matt Borud and Ewa agree the Council Member should be in the loop about changes. Everyone agreed they would like to see the Grantees not have overlapping Grant request.

Ewa discussed the proposed monitoring changes. She stated she could create a "Spend to date" report monthly for grantees council member for that region. The Council agrees this would be helpful to Grantees. Ewa asked the Council Members to encourage Grantees to go to training to write grants and RFF's.

Handbook update webinar Ewa presented had 27 attendees. Positive feedback.

Ewa needs this time between now and August to set up everything in Sales Force, for reporting and will be able to roll out these new processes the first of August.

GAPS IN APPLICATIONS - A HANDOUT of ITC Application and Review Timeline

Break 11:56 am

Return 11:13 am

The Council discussed organizing days; perhaps record the presentations. Problems trying to solve in May Meetings Answering the questions the Council have of the Grantees

PROPOSED SOLUTION

Time for presentations was discussed. The Council liked the idea of changing the presentation time from 15 minutes to 20 minutes.

These changes are about **BEST PRACTICES**. Ewa feels this gives Council Members tools needed.

A discussion followed describing examples of great partnering and what would that look like:

The decision to commit to awards and giving Chamber hand-outs to pass out regarding what is available in their specific region. Present hospitality training in front of Rotary and Lions Clubs to maybe reach businesses who are not part of the chamber. This is a Best Practice idea for the Grantee to do this in their areas. Empowering them.

Communicate to people to bring Guests (potential partners) to State Tourism Tours to show them

- Here is who we are
- Here is what we are doing

Including several bullet points for Lonnie to hand out/mail. Perhaps send it out with the agenda for the Tourism Tours.

Motion to approve 10% scope of work change made by Matt Hunter.

Second Shawn Barigar

All in favor

Approved

Motion to adjourn Shawn Barigar

Seconded Matt Hunter

Meeting Adjourned 2:46 pm