

Idaho Travel Council
 Monday, July 27, 2020
 Springhill Suites by Marriott, Island Park

Idaho Travel Council Members Present	Commerce Staff Present
Richard Shaffer, (Chair) Multi-Region	Tom Kealey, Director
Mike Fitzpatrick, (Vice-Chair) Region VII	Matt Borud, Marketing and Innovation Officer
T - Kayoko Magnus, Region I	Diane Norton, Tourism Manager
T - Art McIntosh, Region II	T- Ewa Szewczyk, Grants Manager
Pat Morandi, Region III	T- Holly Stevenson, Grants
Shawn Barigar, Region IV	T- Tina Caviness, Analyst Associate
Matthew Hunter, Region V	T- Laurie McConnell, Sr. Public Information Officer
Lonnie Allen, Region VI	T- Nancy Richardson, Sr. Tourism Specialist
	T- Amy Alpers, Tourism Specialist
	T- Andrea Rayburn, Tourism Specialist
T- Telecommute	T- Cristin Wondergem, Tourism Specialist

Welcome and Introductions

Chairman Richard Shaffer called the meeting to order 9:04 am

Region 6 welcome Lonnie Allen

Idaho Department of Commerce Update Director, Tom Kealey

- Broadband
- PPE
- Recreate Responsibly

Program and Collections Update Matt Borud

- FY20 Collections
- Regional Collections
- Impact Projections
- FY21 Projections
- FY22 Projections

Approval of May 2020 meeting minutes

Action Item

Richard Shaffer made the motion to approve minutes.

Seconded – Pat Morandi

All in Favor

Approved

Red Sky – Visit Idaho Public Relations Update Jessica Flynn

Madden Media Update Dan Janes & Addy Coleman

Visit Idaho COVID- 19 Marketing campaign

Grants update Ewa Szewczyk

Tourism Grant Review and Discussion
Multi-Regionals and Regions 1 – 7

Adjourn Meeting

Motion to adjourn – Shawn Barigar

Seconded – Matt Hunter

All in favor

Chairman, Rick Shaffer, adjourned meeting 4:48 pm.

Action Item

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Call to order

Chairman Richard Shaffer called the meeting to order 9:00 am

Tourism Grant Review and Discussion (Continued) Ewa Szewczyk

- Contingencies have been added to the 2020 ITC Awards work sheet.
- Review the process awarding funds

Grant Awards

Region I

Kayoko Magnus motioned to award the following effective August 1, 2020:

- \$105,500 North Idaho Tourism Alliance (NITA) with 84.3% AAR. Contingencies: Verification and update of grant administrative capabilities.
- \$728,000 Coeur d'Alene Convention & Visitors Bureau (CVB) with 86.0% AAR
- \$76,500 Post Falls Chamber of Commerce with 21.0% AAR
- \$187,000 Greater Sandpoint Chamber of Commerce with 47.9% AAR
- \$10,000 Idaho Ski Areas Assoc (ISAA)
- \$5,000 Idaho Outfitters & Guides Assoc (IOGA)
- \$6,680 Idaho Lodging & Restaurant Assoc (ILRA)
- \$11,700 Idaho RV Campgrounds Assoc (IRVCA)

Seconded – Matt Hunter

All in Favor

Approved

Action Item

Region II

Art McIntosh motioned to award the following effective August 1, 2020:

- \$0.00 Orofino Chamber of Commerce with 0.00% AAR
- \$99,000 Visit Lewis Clark Valley with 0.00% AAR
- \$57,704 North Central Idaho Travel Assoc (NCITA) with 1.38% AAR
- \$99,000 Moscow Chamber of Commerce with 0.00% AAR
- \$2,000 Idaho Ski Areas Assoc (ISAA)
- \$5,000 Idaho Outfitters & Guides Assoc (IOGA)
- \$3,000 Idaho Lodging & Restaurant Assoc (ILRA)
- \$5,000 Idaho RV Campgrounds Assoc (IRVCA)

Seconded – Pat Morandi

Action Item

All in Favor

Approved

Region III

Pat Morandi motioned to award the following effective August 1, 2020:

- \$1,043,644 Boise Metro Chamber of Commerce (BMCC) with 63% AAR
- \$72,680 Cascade Chamber of Commerce with 51% AAR
- \$82,800 Nampa Chamber of Commerce with 33% AAR
- \$303,356 McCall Area Chamber of Commerce & Visitors Bureau with 53% AAR
- \$523,821 Southwest Idaho Travel Assoc (SWITA) with 0% AAR. Contingencies: Meridian Chamber to receive \$33,250
- \$30,000 Idaho Ski Areas Assoc (ISAA)
- \$36,000 Idaho Outfitters & Guides Assoc (IOGA)
- \$12,000 Idaho Lodging & Restaurant Assoc (ILRA)
- \$35,000 Idaho RV Campgrounds Assoc (IRVCA)

Seconded – Lonnie Allen

Action Item

All in Favor

Approved

Region IV

Shawn Barigar motioned to award the following effective August 1, 2020:

- \$350,817 Southern Idaho Tourism (SIT) with 92% AAR
- \$4,500 Idaho Ski Areas Assoc (ISAA)
- \$4,500 Idaho Outfitters & Guides Assoc (IOGA)
- \$2,000 Idaho Lodging & Restaurant Assoc (ILRA)
- \$7,000 Idaho RV Campgrounds Assoc (IRVCA)

Seconded – Mike Fitzpatrick

Action Item

All in Favor

Approved

Region V

Matthew Hunter motioned to award the following effective August 1, 2020:

- \$125,989 Southeast Idaho High Country Tourism with 100% AAR
- \$156,250 Greater Pocatello Convention & Visitors Bureau with 96% AAR
- \$0.00 Greater Lava Hot Springs Chamber of Commerce with 0% AAR
- \$42,500 Bear Lake Valley Convention and Visitor Bureau with 0% AAR
- \$2,900 Idaho Ski Areas Assoc (ISAA)
- \$3,000 Idaho Outfitters & Guides Assoc (IOGA)
- \$3,400 Idaho Lodging & Restaurant Assoc (ILRA)
- \$8,700 Idaho RV Campgrounds Assoc (IRVCA)

Seconded – Shawn Barigar
All in Favor
Approved

Action Item

Region VI

Lonnie Allen motioned to award the following effective August 1, 2020:

- \$459,000 Yellowstone Teton Territory (YTT) with 46.00% AAR
- \$295,000 Greater Idaho Falls Chamber of Commerce with 25.00% AAR
- \$143,000 Teton Regional Economic Coalition Inc (TREC) with 63.32% AAR
- \$4,000 Idaho Ski Areas Assoc (ISAA)
- \$20,000 Idaho Outfitters & Guides Assoc (IOGA) Contingent plan reach out Region 4, 5 and 6
- \$1,153 Idaho Lodging & Restaurant Assoc (ILRA)
- \$10,000 Idaho RV Campgrounds Assoc (IRVCA)

Seconded – Pat Morandi
All in Favor
Approved

Action Item

Motion to amend awarded amount

Seconded – Matt Hunter
All in Favor
Approved

Action Item

Region VII

Mike Fitzpatrick motioned to award the following effective August 1, 2020:

- \$93,154 Hailey Chamber of Commerce Inc with 55% AAR.
- \$29,000 Lemhi County Economic Development Assoc (LCEDA) with 0% AAR
- \$60,637 Stanley-Sawtooth Chamber of Commerce with 30% AAR. Contingencies: Verification and update of grant administrative capabilities.
- \$2,222 Greater Salmon Valley Chamber of Commerce with 0% AAR
- \$11,000 Challis Chamber of Commerce with 0% AAR

- \$446,000 Sun Valley Marketing Alliance Inc with 0% AAR
- \$22,000 Idaho Ski Areas Assoc (ISAA)
- \$12,000 Idaho Outfitters & Guides Assoc (IOGA)
- \$2,500 Idaho Lodging & Restaurant Assoc (ILRA)
- \$5,000 Idaho RV Campgrounds Assoc (IRVCA)

Seconded - Lonnie Allen
 All in Favor
 Approved

Action Item

Multi-Region

Richard Shaffer motioned to award the following effective August 1, 2020:

- \$75,400 Idaho Ski Areas Association (ISAA) with 0% AAR

Seconded – Pat Morandi
 All in Favor
 Approved

Action Item

Richard Shaffer motioned to award the following effective August 1, 2020:

- \$85,500 Idaho Outfitters & Guides Association (IOGA) with 22% AAR. Contingencies: Verification and update of grant administrative capabilities. Present updated outreach plan for region 4, 5, 6

Seconded – Matt Hunter
 All in Favor
 Approved

Action Item

Pat Morandi made the motion to award the following effective August 1, 2020. Rick Shaffer recused himself.

- \$30,733 to Idaho Lodging & Restaurant Assoc (ILRA) with 15% AAR. Contingencies: Presentation of website as to how it pertains to the Tourism Marketing grant in October and approval from Council.

Seconded – Matt Hunter
 All in Favor
 Approved

Action Item

Richard Shaffer motioned to award the following effective August 1, 2020:

- \$82,400 to RV Campground Association (IRVCA) with 0% AAR.

Seconded – Pat Morandi
 All in Favor
 Approved

Action Item

Future meetings and Closing Topics:

Chairman, Rick Shaffer, reviewed dates and locations of future meetings.

- Idaho Conference on Recreation and Tourism, October 2020. Official announcement in a couple weeks.

Adjourn Meeting

Richard Shaffer made a motion to adjourn.

Action item

Seconded – Pat Morandi

All in favor

Chairman, Rick Shaffer, adjourned meeting 10:03 am