



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council Meeting
Thursday, March 26, 9:00 am – 12:00 pm
Teleconference - Boise

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

Rick Shaffer, Chair called meeting to order at 9:08 am

Welcome

Full agenda with a couple items to review. Appreciate everyone’s flexibility to remotely attend by Go-To Meeting or by phone.

Introductions – Richard Shaffer, Chair

Richard Shaffer, Chair - Welcome Director Tom Kealey

Director Kealey Update:

COVID-19 Website: coronavirus.idaho.gov.

Business Advantage Legislation

Federal Legislation, CARES Act

Approval of the Minutes

Action Item

February Meeting Minutes – Richard Shaffer, Chair

Motion: Lonnie Allen

Seconded: Shawn Barigar

All in favor: Yes

Motion approved.

COVID-19 Update and ITC discussion

Matt Borud -

- Collections update
- FY20 Projections
- Where we’re headed...
- FY21 Projections
- State Program Updates

ITC Tourism Tours Feedback

9:45 am Rick Shaffer, Chair

Update from Region 5, Matt Hunter and Region 6, Lonnie Lee Allen. Combined Tourism Regional Meeting on March 10 in Idaho Falls.

Update from Region 4, Shawn Barigar and Region 7, Mike Fitzpatrick. Combined Tourism Regional Meeting on March 11 in Twin Falls.

ITC Strategic Plan Discussion

Matt Borud – Review the strategic plan

- Background; History, Purpose, Process
- Vision + Mission
- Strategic Priorities: Process and efficiency, Best practices and partnerships, Educate and increase awareness
- Education Plan

Vote to Implement ITC Strategic Plan

Action Item

Rick Shaffer, Chair

Motioned: Matt Hunter

Seconded: Shawn Barigar

All in favor: Yes

Motion approved.

Other Discussion

Diane Norton-Future Meetings and Locations

May 7-8: ITC Grant Presentations, Remote

July 27–28: ITC Grant Awards, Island Park

October 19-21: ICORT, Riverside Hotel, Boise

October 22: ITC Fall Meeting, Boise

Meeting Adjourn

Action Item

Rick Shaffer, Chair

Motion: Matt Hunter

Seconded: Shawn Barigar

All in favor: Yes

Motion approved.