



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council

October 24, 2019
Continental Conference Room
Sun Valley Inn, Sun Valley Idaho

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

Call to Order and Introductions – Doug Burnett 9:06 am
Art McIntosh was unable to join us do to weather conditions affecting the Grape Harvest.

Approval of July Meeting Minutes (Action Item).

Motion to approve Matthew Hunter.

Seconded Richard Shaffer.

All in Favor.

Approved.

Welcome to Region 7 – Mike Fitzpatrick will join us later and Doug Burnett welcomed everyone on Mike’s behalf.

Idaho Department of Commerce Update - Matt Borud

Update included 2% bed tax collections and the status of the Rules. Matt reported Commerce and Ewa was recognized by Governor Little and Ewa received a certificate for her work with the Rules. Currently we are still operating under old Rules.

Grant update – Ewa Szewczyk

Ewa discussed all the changes and updates to the Handbook and stated it will remain in draft status until the legislature reconvenes and passes our requests. Pending rules expire end of fiscal year/end of June.

Scope of Work Changes (Action Item) – Ewa Szewczyk

Boise Metro Chamber wants to change capital outlay.

Motion to approve Matthew Hunter.

Seconded Pat Morandi.

All in Favor.

Approved.

Southeast Idaho Tourism requested to change their admin funds to large marketing.
Motion to approve Richard Shaffer.
Seconded Matthew Hunter.
All in Favor.
Approved.

Nampa Chamber requests to move money for ICORT Attendance to print advertising,
and admin to marketing scope.
Motion to approve Pat Morandi.
Seconded Richard Shaffer.
All in Favor.
Approved.

Hailey scope of work change did not require approval from council.

Drake Cooper Update – Jeremy Chase

Recap of 18 Summers. Reviewed Wonder for the Winter which promotes family
togetherness and memories.

Doug Burnett wanted to discuss the Rules. Administrative costs have been capped at
25k and asked if there was some type of review to move the capped amount to a higher
amount?

Current policy is 10% of Grant capped at 25k. Discussion ensued, and the decision was
made that Ewa would survey grantees and gather data regarding who is utilizing the
funds and what they are being used for and if they were to receive additional funds,
what would they be used for; and she will present the information at the next ITC
Meeting. This Cap has never been part of the Rules and therefore legislation is not
needed to make a change; this can be done by the Council.

Break – 10:45 am

Proposal to have January meeting in Coeur d'Alene but due to the schedule conflicts
the next ITC Meeting will be February 5 and 6, 2020.

Strategic Direction 2nd phase – Abbey Louie, Mintify.

Abbey reviewed a lot of great ideas that surfaced the last meeting.

Mission of Grant Program:

Provide communities with information, inspiration, and resources to promote authentic
Idaho experiences. Leading the charge for improving processes in the grant program –
Matt Hunter, Matt Borud and Ewa Szewczyk.

Leveraging partnership and best practice – Mike Fitzpatrick

Education piece – Lonnie Allen.

BREAK

Rick asked folks to think about how the council members can have influence on the next level down of the grantees/ the other groups the grantees give money from the grant they were awarded; sub grants? What is the right way to help the smaller communities?

Broke into different groups to discuss the Application process. Groups presented and discussed ideas.

Working Lunch

Strategic Direction – Abbey Louis, Mintify.

New Business, Confirm February Meeting Date and location – Doug Burnett
Matt Borud recognized and thanked Doug Burnett for his work and service with the Idaho Travel Council.

Public Comments – Doug Burnett.

Motion to Adjourn Matt Hunter.
Seconded Lonnie Allen.

Meeting adjourned at 4:00 pm.