**Idaho Travel Council Virtual Meeting**

Thursday, March 18, 2021  
9:00 a.m. - 12:00 pm (Mountain Time)  
8:00 a.m.-11:00 a.m. (Pacific Time)  
Join Zoom Meeting  
<https://us02web.zoom.us/j/3288596363?pwd=N0lieFpwdFpGN0NhM1RITFc2UGN1UT09>

Public Meeting Location:   
Len B. Jordan Bldg., 650 W. State Street, Boise, in the basement, across from the cafeteria, conference room 09. Please note: Seating is limited, only 9 seats are available, seating is first come first serve, contact [Diane Norton](mailto:diane.norton@tourism.idaho.gov?subject=ITC%20Meeting%20Request%20) to reserve a seat. The public is encouraged to participate via ZOOM.

|  |  |  |  |
| --- | --- | --- | --- |
| Time | **Topic** | **Lead** | **Notes** |
| 9:00 a.m. | Call to Order and Introductions | Mike Fitzpatrick, Chair |  |
|  | Approval of January Meeting Minutes |  | Action Item |
| 9:10 a.m. | Idaho Department of Commerce Update | Director Tom Kealey |  |
| 9:20 a.m. | Program and Collections Update | Matt Borud |  |
| 9:45 a.m. | Madden Media Update | Dan Janes  Addy Coleman |  |
| 10:15 a.m. | Red Sky Update | Jessica Flynn |  |
| 10:45 a.m. | Grant Updates | Ewa Szewczyk |  |
| 11:15 a.m. | Other Discussion | Mike Fitzpatrick, Chair |  |
| 11:45 a.m. | Future Meetings | Mike Fitzpatrick, Chair |  |
| 12:00 p.m. | Meeting Adjourn | Mike Fitzpatrick, Chair | Action Item |