



Brad Little, Governor  
Tom Kealey, Director

### Idaho Travel Council Meeting

Tuesday, February 8, 2022  
Sun Valley Lodge-Limelight C

9:00 a.m. - 1:00 p.m. (Mountain Time) / 8:00 a.m.-12:00 p.m. (Pacific Time)

Join Zoom Meeting

<https://us02web.zoom.us/j/89229738517?pwd=dkl1WmZZeXdQMUXVnY0ODh0bkYvUT09>

Meeting ID: 892 2973 8517 Passcode: 165030

Idaho Travel Council Members Present	Commerce Staff Present
Earl Sullivan, Multi-Region	Tom Kealey, Director
Kayoko Magnus, Region I	Matt Borud, Marketing and Innovation Officer
Art McIntosh, Region II	Diane Norton, Tourism Manager
Pat Morandi, (Vice-Chair) Region III	Ewa Szewczyk, Grants Manager
Vacant, Region IV	Holly Stevenson, Grants & Contracts Analyst
Jeff Glissendorf, Region V	T - Tina Caviness, Analyst Associate
T - Lonnie Allen, Region VI	Laurie McConnell, Sr. Public Information Officer
Vacant, Region VII	Nancy Richardson, Sr. Tourism Specialist
	Katie Pegan, Tourism Specialist
	Andrea Rayburn, Tourism Specialist
T - Teleconference	T - Cristin Wondergem, Tourism Specialist

Pat Morandi, Vice Chair called meeting to order at 9:00 a.m.

#### Welcome

Welcome ITC, Tourism team and participants.

#### Approval of Meeting minutes

October Meeting – Pat Morandi, Vice Chair

Action item

Motion: Earl Sullivan

Seconded: Art McIntosh

All in Favor

Motion approved

November Special Meeting – Pat Morandi, Vice Chair

Action item

Motion: Art McIntosh

Seconded: Earl Sullivan

All in Favor

Motion approved

#### Vote on 2022 ITC Chair

Pat Morandi, Vice Chair

Action item

Motion: Art McIntosh motioned for Pat Morandi to be Chair and

Lonnie Allen as co-chair

Seconded: Kayoko Magnus

All in Favor

Motion approved

### **Commerce Update**

Director Tom Kealey

- Commerce – Cares Act
- Broadband Task Force and Development
- Cybersecurity Task Force
- Marketing Efforts
- Budget and Federal Surplus Fund
- Spending Authority

Eric Forsch

- Broadband Update
- State of Idaho Funding 2020-21
- State of Idaho Fixed Network Broadband
- Infrastructure

### **Program and Collections Update**

Matt Borud

- Collections and Yearly Change
- Traditional Lodging Occupancy %
- Traditional Lodging ADR %
- Short Term Rental Occupancy % and ADR \$
- Regional Collections Delta
- Manage Data and Cookie Changes

### **Madden Media Update**

Addy Coleman and Bailey Bernhardt

- Marketing Services Update
- Recent Highlights
  - Winter Campaign
    - Campaign Strategy
    - New Landing Page
- Performance at a Glance
- Conversions over Time
- CPC Year over Year
- Visitor Intelligence FY22
  - Top Ten Visiting States
- Key Opportunity Markets
- Idaho's 31 Scenic Byways
  - Campaign Update
  - 2022 Idaho Official Travel Guide
    - Guide Features
- Beyond Words Spring/Summer Campaign
  - Campaign Strategy

- New opportunities coming soon for Visit Idaho & Partners

### **Red Sky Update**

Jessica Flynn

- Building Deeper Relationships
- Quality over Quantity
- FY22 Coverage
- International
- Travel Guide editing and Promotion
- Social Support
- Longwoods US Travel Sentiment
- Travel Trends
- Storylines
- PR Co-ops
- Virtual Media Mission
- Care for Idaho

### **Grant updates**

Ewa Szewczyk

- 2022 ITC Grant Application Timeline
- Tourism Tours
- 2022 ITC Grant Application Updates
- Monitoring Updates
- Travel Reimbursement Changes
- Handbook Updates
- 2020 Reversion Updates
- Scope of Work Changes Approved Since October Meeting

### **“Cookieless Future” / Sojern**

Dave Goulden

- Navigating the Future of Data & Travel Marketing
- Changes You Can Make Today For a Better Future
- Achieving
- 3<sup>rd</sup> Party Cookies will crumble in 2023
  - Traveler Targeting Framework
  - The 3 Pillars of Addressable
  - Go Multi-Channel
  - Synchronizing Creatives Across Channels & Devices

### **The Chamber Update**

Mike McKenna

- Managing & Enticing Expectations
- Marketing Channels
- Tapping into Sports Travel
- Goals for 2022

## **Visit Sun Valley**

Scott Fortner

- ITC 2022 Update
- Marketing & PR
- Opportunities
- Winter Planning
  - How We Market & Manage
- The Power of Press PR
- Stay Sunny Winter Edition
- Upcoming Assets
- Lodging Occupancy
- Winter Take-Aways

## **Fly Sun Valley Alliance**

Carol Waller

- FSVA Organization Overview
- Air Service is Important for Business & Quality of Life
- Sun Air Service Program Success, 2014-2021
- Sun Air Passenger Mix
- Sun Passenger Type Mix by Flight
- Economic ROI: 1% Lot Air Service + Air MKTG
- The Platform – Sun Airport

## **LCEDA**

Tammy Stringham

- Outfitters & Guides Booking 2023
- Webcams
- Local Partnerships
- Regional Efforts
- Explore Central Idaho Landing Page
- National Travel Center - Scenic Byways
- Central Idaho Marketing Alliance
- Workforce & Housing
- Salmon White Water Park, Fall 2022

## **Other Discussion and Public Comment**

Pat Morandi, Chair

## **Future Meetings**

### **Tourism Tours**

REGION 5 and 6: Idaho Falls

Holiday Inn & Suites in Idaho Falls

Wednesday, March 2 - 9:00 a.m. – 1:00 p.m. (MST)

REGIONS 7 and 4: Twin Falls

Twin Falls Center for the Arts Sligar Auditorium, 195 River Vista Place, Twin Falls  
(Located next to Elevation 486)

Thursday, March 3: 9:00 a.m. – 1:00 p.m. (MST)

REGION 2: Lewiston

Hells Canyon Grand Hotel in Lewiston – Clearwater Room

Tuesday, March 8: 9:00 a.m. – 1:00 p.m. (PST)

REGION 1: Coeur d'Alene

Coeur d'Alene Resort Conference Center-Bay 5

Wednesday, March 9: 9:00 a.m. – 1:00 p.m. (PST)

REGION 3: Boise

Boise Centre East

Monday, March 14: 9:00 a.m. – 1:00 p.m. (MST)

ITC Regional Tours Recap Meeting-Virtual

Tuesday, March 15: 1:00 p.m. – 3:00 p.m. (MST)

Coffee Talks

**Adjourn Meeting**

Pat Morandi, Chair adjourned meeting 1:00 p.m.

Motion: Jeff Glissendorf

Seconded: Kayoko Magnus

All in favor

Motion approved

Action item