



Brad Little, Governor  
Tom Kealey, Director

**Idaho Travel Council**  
**Tuesday, Jan 26, 2021 | 9:00 am to 12:00 pm**

Join Meeting via [WebEx](#)

Join by Phone: (415) 655-0001

Meeting number (access code): 177 382 2623

Meeting password: XXjNmMpd387

Public Meeting Location:

Len B. Jordan Bldg., 650 W. State Street, Boise, ID

Conference Room 09 (basement, across from the cafeteria)

Please note: Seating is limited, only 10 seats are available. To reserve a seat, contact

[diane.norton@tourism.idaho.gov](mailto:diane.norton@tourism.idaho.gov).

The public is encouraged to participate online.

<b>Idaho Travel Council Members Present</b>	<b>Commerce Staff Present</b>
T- Multi-Region	T- Tom Kealey, Director
T- Mike Fitzpatrick, (Chair) Region VII	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, (Vice-Chair) Region III	T- Holly Stevenson, Grants
T- Shawn Barigar, Region IV	T- Tina Caviness, Analyst Associate
T- Jeffery Glissendorf, Region V	T- Laurie McConnell, Sr. Public Information Officer
T- Matt Hunter, Region V	T- Nancy Richardson, Sr. Tourism Specialist
T- Lonnie Allen, Region VI	T- Amy Alpers, Tourism Specialist
	T- Andrea Rayburn, Tourism Specialist
T - Teleconference	T- Cristin Wondergem, Tourism Specialist

Mike Fitzpatrick, Chair called meeting to order at 9:04 am

**Welcome**

Welcome new member Jeff Glissendorf, ITC, Tourism team and participants.

**Approval of Meeting Minutes**

Action item

October Meeting Minutes – Mike Fitzpatrick, Chair

Motion: Shawn Barigar

Seconded: Pat Morandi

All in Favor

Motion: Approved

**Introductions – Mike Fitzpatrick, Chair**

Mike Fitzpatrick, Chair – Welcome Director Tom Kealey

**Commerce Update**

Director Tom Kealey

Thank you to Council and the Tourism team during the challenging year of 2020.

- Commerce Covid-19 programs; PPP, Recreate responsibly, One Idaho
- Broadband

- Business Attraction; very active economic growth
- Vaccinations distribution
- Building Idaho's Future (infrastructure)
- Promoting the Commerce newsletter, good connection between all the regions

### **Program and Collections Update**

Matt Borud

- Leisure & hospitality represent 4.5% of Idaho's GSP, 82,500 jobs statewide
- Covid impact: jobs, lodging, meetings, conference, and event cancellations
- Lodging tax collections, currently down about 10%
- Monthly lodging tax collections, back to FY19 numbers
- Regional highlights
- Str report
- Available Vacation rentals, close to recent years' numbers
- Traditional lodging occupancy and ADR, expected to return to pre Covid numbers soon
- Vacation rental properties and ADR

Mike Fitzpatrick questions:

- Last minute reservation planning
  - Matt Borud: 95% of booking is occurring within a 2-week window
- Expanding-amend definition of the short-term rental
  - Matt: Need more time to make a successful case to the Legislature
  - Pam: ILRA has looked at it. Changing that definition has impacts on other parts of statute that could lead to unintended consequences.

### **ICORT Follow Up Meetings with Regions Update**

Diane Norton

- Windssock scenarios
- ICORT recovery dashboard
- Covid travel, Geo tracking, daily traveler movement
- Travel safety search trends
- Top 5 visiting markets to state or a region
- Travel Guide requests by state
- Resource downloads, lodging tax collections
- Recovery roadmap
- Coffee talks

### **Madden Media Update**

Dan Janes and Addy Coleman

- Booking trends; last minute bookings
- Winter 2020; Cool Times, Warm Memories campaign
  - Winter campaign tracking
  - 3 winter itineraries
  - Users by geography, emerging winter metros
- Website redesign
  - Stronger landing pages
  - Content topics, stronger content
  - Strategies based on research and analytics
- 2021 Idaho Travel Guide
  - Andrea and the team, Red Sky

- Prime 2021 Campaign
  - Campaign objectives
  - Travel Intent-Based Personas
  - Concept, tone, the prep, the journey, the moment
- Growth Driven Design (GDD) Strategy Worksheet

### **Red Sky Update**

Jessica Flynn

- FY21 Outreach; 358 contacts pitched within driving distance OR, WA, UT, CA based
- FY21 Coverage
- 2<sup>nd</sup> Virtual Fam Trip
- International and Industry
- Travel Pulse Newsletter
- Virtual Scavenger Hunt (Facebook & Instagram); drive people to the website
- Tested in Idaho
- Idaho Craft Beer Month, April
  - Virtual scavenger hunt
- US Travel Sentiment
- Global Travel Writers Show; cautious optimism on travel in 2021 (FINN Partners)
- Virtual FAMS Tentative
- Virtual Desksides
- Restarting (FYI from Idaho), newsletter story ideas for journalists

### **Grant updates**

Ewa Szewczyk

- 2021 ITC Grant Application dates
- 2021 ITC Application updates
- Monitoring updates
- 2019 Reversion Estimates
- Handbook updates
- Updated branding colors, on the website and the grant handbook
- Memberships
- Resources available, [grants@commerce.idaho.gov](mailto:grants@commerce.idaho.gov)

### **Idaho RV Campground Assoc. Update**

Jeannie Bixby

- Background about the RV Campground Association
- Shift of focus to boost digital presence, website, and audience
- Website metrics
- Redesign website
- Open forum questionnaire with travelers for information they are looking for
- Wi-Fi information added to the guide and website
- Digital ad analytics
- Reducing number of guides printed

### **Other Discussion**

Mike Fitzpatrick, Chair

- Review ITC handbook

## **Future Meetings**

Mike Fitzpatrick, Chair

- Diane – Future meetings and dates in the ITC handbook
  - Meetings virtually until July
  - Coffee Talks - Feb through the end of May

March ITC Meeting

- March 18, 2021: Virtual ITC meeting from 9:00 am – 12:00 pm (MST)
- Statewide Regional Tourism Tours-Virtual for 2021
  - March 11, 2021: Virtual meeting from 9:00 am – 12:00 pm (MST)

## **Adjourn Meeting**

Mike Fitzpatrick, Chair adjourned meeting 12:15 pm

Motion: Art McIntosh

Seconded: Pat Morandi

All in favor

Motion: Approved

Action item