



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council Meeting
Monday, Oct 4, 2021
9:00 am to 4:00 pm (MST)
8:00 a.m. to 3:00 p.m. (Pacific Time)
The Riverside Hotel, Boise
2900 W Chinden Blvd, Garden City, ID 83714
Join the Zoom Meeting
<https://us02web.zoom.us/j/85406514682?pwd=Z3o4U1ZwNUdFUjB1UjIjSSU5PU3daZz09>
Meeting ID: 854 0651 4682 Passcode: 136631

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

Mike Fitzpatrick, Chair called meeting to order at 9:03 am

Welcome & Introductions

Welcome ITC, Tourism team and participants.

Approval of Meeting Minutes

Action item

July Meeting Minutes – Mike Fitzpatrick, Chair

Motion: Pat Morandi

Seconded: Shawn Barigar

All in Favor

Motion approved

Commerce Update

Director Tom Kealey

- Tourism exceeded expectations
- Idaho Broadband and Idaho Broadband Advisory Board
- Employment and housing struggles
- Business Attraction, Retention and Expansion

Idaho Parks & Recreation Update

Director Susan Buxton

- 2020 – An eventful year. Idaho State Parks smashed visitation record in 2020
- 2021 – Another Big, Busy Year

- Thousand Springs Visitor Center opening fall 2021
- New Projects: New Bruneau Observatory, Thousand Springs/Billingsley Creek Campground, Centennial Trail Safety and access upgrades, Ritter Island Bridge, Ranch Bridge at Harriman, Bear Lake parking and Kiosk, Ponderosa projects, Eagle Island Campground and sewer project, Heyburn Lodge rehab, Potential paving of Ashton-Tetonia Trail
- A Forward-Looking Initiative
- 2020/2021 Operational needs unmet

Grant Updates & Supplemental Review

Action item

Ewa Szewczyk

- Spend to date reports
- 2020 ITC Grantee Spend/regional balances
- Scope of work changes approved
- Monitoring
- Handbook updates
- Issues
- Program notice 'Recreate Responsibly' messaging

Contingencies for IRVCA 2021 grant going forward

Jeannie Bixby – Teleconference

- Website needs to be maintained as accurate and current. Grantee has 10 business days from being informed of issues to fix them on the website.
- Meeting with the board and Earl Sullivan (with Commerce present and the option for the Council to attend) before December 17, 2021.
- Commerce attended board meetings going forward.
- 100% adherence to monitoring requirements for all Grantees.

Motion: Shawn Barigar

Seconded: Earl Sullivan

All in Favor

Motion approved

Madden Media Update

Dan Janes and Addy Coleman

- Recent Highlights: Cool Times Warm Memories campaign won the Mercury Awards at ESTO
- Campaign Strategy
- Idaho's 31 Scenic Byways
- Campaign Update
- Marketing Services Update
- 2021 Winter: Cool Times Warm Memories 2.0 (Launching Nov 2021)
- Performance at a Glance
- Competition Increasing
- Visitor Intelligence
- Revenue by Feeder Market

Boise CVB

Carrie Westergard

- 2020/21 Challenges
- The Year of Virtual or Hybrid
- Virtual Meeting/Media FAM
- Big Sky Conference selects Boise Men's & Women's Basketball 2022-2026
- NYC JetBlue JFK Inaugural Flight Support July 2021
- Leisure Campaign – Basecamp Boise
- Digital Edge – Perception Study
- Latest Convention Marketing Media Results
- Non-stop flight co-op marketing with Idaho Tourism
- Non-stop Air Service Campaign
- Sports/Culture – Economic Impact
- Tradeshows & Sales Missions
- Group Sales

Boise Centre

Pat Rice

- Greater Boise Auditorium District
- District Boundaries
- District Funding
- Local Economic Impact
- Boise Centre Expansion
- Shift in focus
- Boise Centre achieves GBAC STAR Facility Accreditation
- Spring 2021 Boise Centre became the 'Dance and Cheer event' headquarters
- Hybrid and Virtual Event Services
- Boise Centre – Summer 2021
- Local Market Conditions – Late Spring/Summer 2021
- Greater Boise Aquatic Center – Finished and usable by July 2022

Boise Airport

Rebecca Hupp

- July Enplanements
- 2021 Total Passengers
- Historic Monthly Passengers
- BOI's Enplanements are Tracking Ahead of Total National Traffic
- Traffic/Capacity Trends
- Strong passenger traffic moves BOI to Medium Hub this fall
- 28 Nonstop Destinations
- Alaska and JetBlue Take Off
- Pullman/Moscow Flight Begins
- Top O&D Markets
- O&D Passenger Market Share
- Seats Per Capita Comparisons

- O&D Passenger & Airfare Comparisons
- Year-Over-Year Comparisons
- Terminal Development Program
- Security Checkpoint Expansion
- Public Parking Garage Design, Employee Parking Garage
- Bond Approval
- Consolidated Cargo Facility

ITC Strategic Plan Review

Matt Borud

- 2019 Strategic Planning Sessions
- Vision + Mission
- Strategic Priorities: process and efficiency, best practices and partnerships, educate and increase awareness
- Priority Objectives
- Review discussion
- Collaboration in Tourism; Diane Norton and Kayoko Magnus
- Process and efficiency; Ewa Szewczyk and Pat Morandi

Future Meetings

January ITC Meeting – Jan 24-25, 2022 – Sun Valley

Recognitions

Diane Norton, Matt Borud

Idaho Travel Council six years of service; Mike Fitzpatrick and Shawn Barigar

2021 ITC Supplemental Funding

Action item

Ewa Szewczyk

- YTT Supplemental Tourism Grant awarded \$70,000.00 - ID Falls Chamber - New America Center - work with ID Falls
Motion: Lonnie Allen
Seconded: Mike Fitzpatrick
All in favor
Motion approved
- Lemhi County Economic Development Assoc (LCEDA) awarded \$11,000.00
Motion: Mike Fitzpatrick
Seconded: Shawn Barigar
All in favor
Motion approved
- Stanley-Sawtooth Chamber of Commerce awarded \$10,000.00
Motion: Mike Fitzpatrick
Seconded: Lonnie Allen
All in favor
Motion approved

- Idaho Outfitters & Guides Assoc (IOGA) awarded \$28,664.79 - Region 6: 21,820.40, Region 7: 6,824.39
Motion: Mike Fitzpatrick
Seconded: Earl Sullivan
All in favor
Motion approved
- Idaho Ski Areas Assoc (ISAA) awarded \$37,000.00 - Region 7: 23,000, Region 6: 14,000
Motion: Mike Fitzpatrick
Seconded: Earl Sullivan
All in favor
Motion approved
- Idaho Lodging & Restaurant Assoc (ILRA) awarded \$9,000.00 - Region 6: 6,000, Region 7: 3,000
Motion: Lonnie Allen
Seconded: Earl Sullivan
All in favor
Motion approved

Adjourn Meeting

Action item

Mike Fitzpatrick, Chair adjourned meeting 3:45 pm

Motion: Shawn Barigar

Seconded: Lonnie Allen

All in favor

Motion approved