



C.L. "Butch" Otter, Governor

Jeffery Sayer, Director

**IDAHO TRAVEL COUNCIL MEETING**  
**Coeur d'Alene Resort, Coeur d'Alene, Idaho**  
**August 10-12, 2014**

**Idaho Travel Council Members:**

Doug Burnett, Region I  
Lara Smith, Region II  
Jim Manion, Region III  
Diane Newman, Region IV  
Bill Code, Region V  
Courtney Ferguson, Region VI  
Dick Andersen, Region VII  
Paul Norton (Chair), At-Large

**Commerce:**

Matt Borud, *Administrator*  
Diane Norton, *Tourism Manager*  
Jill Eden, *Grants & Contract Analyst*  
Amy Rajkovich, *Tourism Specialist*  
Martha Salas, *Administrative Assistant*

**Guests:**

Josh Mercaldo, *Drake Cooper*  
Bill Drake, *Drake Cooper*  
John May, *IOGA*  
Phil Edholm, *ISAA*  
Lisa Edens, *Boise CUB*

**9:02AM meeting called to order by Chairman Paul Norton**

Paul welcomes the council and thanks Doug for his hospitality.  
Council, Commerce Staff and audience introductions

**Dick Anderson motions to approve the minutes**

Bill Code seconds. Ayes have it. No discussion. **Motion approved.**

**Budget Review - Matt Borud**

- Tax was over 2% with about \$8 million in budget
- Increase promotional media and redesign VisitIdaho.org
- Redesign travel guide make thinner to reduce costs

## **Budget Review - Diane Norton**

- Referred everyone to budget copies
- Spokane area very high with visitors to Idaho. Will gather more data as regions are visited
- Idaho Travel Council account shows as balanced will have some carryover
- State Programs:
  - Administration - will share the funds with CIO with no IT costs
  - Program Operations - line cost will increase with a professional 24/7 voicemail service 8am-5pm, no weekends
  - Sled the Rockies Advertising - have not had partners in Idaho to participate with - Montana phasing out.
  - Promotion and Marketing - seems to be under and not close to zero
- Great success with bringing people in. Park adventures are main attraction for Idaho travel
- Northern Idaho has been receiving a lot of exposure
- It was asked for Chairman to take note of the Canadian budget
- Courtney asked why expenditures going over. What have we done for higher numbers?
- Matt stated Ironman & Film Festival events could be a contributing factor to higher numbers
- Film line - grant no longer available funds will go back to Tourism budget
- How do we find out about productions made in Idaho? Diane and Matt will follow-up with the Sun Valley film festival collaboration
- Diane will investigate all those numbers and will email data for further review- budget FY14 closed and FY15 reflects new costs
- There are still five film grants that have not been closed for FY14
- DVD's will no longer be an item line gave them away as prizes - Potato Commission event
- Lewis & Clark brochure combining with Oregon Trail wants feedback on Historic trails.
- RMI contract discontinued - process to reallocate to International will discuss at the next meeting
- Tax Commission fee shows as \$91,000 Why? Diane will ask Melonie - will now be a fixed rate and not change
- Diane referred all to copies of region breakdowns & monthly tax collection
- Jim asked about Region III wants to be sure on the different amount and if it is correct
- Jill will confirm with Fiscal team on accurate amounts for FY14 for tomorrow's meeting

## **International Budget Review - Matt Borud**

- AVIAREPS are well respected with the elements they bring

- Reasons for decision; Physical location of offices, resources of data, & big ideas; Cost effectiveness - ways to get to the consumer; KPI's - airlines better sense of where people are flying from
- Goals: Reestablish the Idaho market and connections with what Idaho is doing
  - FY15: Trade shows & FAM Tour; establish Idaho brand and reestablish key media
  - FY16: Outdoor branding & joint European campaigns
  - More active use of our offices in Mexico, China and Taiwan. We have great Reps, have a deep history with Idaho
  - Big priority increase Canadian budget

### **Chinese Tourism - Diane Norton**

- Chinese tourism has been a problem not obeying driving laws, biggest concerns are accidents and speeding
- Better education about driving will be executed by the Chinese government
- Will be adding more visual mechanisms to help better understand driving laws

### **Coeur d'Alene CVB Update - Katherine Coppock**

- Welcomed everyone
- CVB involved with bringing in big conventions and advertising in paper
- CDA Resort recipient for Healthy Hotels
- Tri-Athlons and Ironman events continue to increase in popularity bring in \$7 mil annually, couldn't do these events without the funding
- Silverwood profits have increased annually and visitor popularity with some of the new attractions
- Increased medical tourism from Canada-people staying in Hotels to recuperate

### **ISSA Update - Phil Edholm**

- New Marketing Associates for ISAA based in Coeur d'Alene - Hannah Associates use digital media, destination marketing, etc.
- Going in a positive direction as we go forward with about \$190,000
- Replaced Steve Williams there's still reference to old PR agency need to update with new forms
- Jill explained the process to reflect those changes

### **Short Term Vacation Home Rental - Brian & Shar Scott**

- Flip Key by Trip Advisor increasing in popularity by renting out anything you own
- Short term rental is a hot topic - Is it legal?
- Will provide list of rentals in Idaho
- Presented calculations - state losing profits to short term rental
- Need for public awareness of people rights, if they receive profits must have business rights
- Some states have taken action and placed laws to remit taxes
- Need to inform and educate the public via websites about deadlines and penalties

- Diane appreciates the data on short term rental will contact Tax Commission to see how we can re-create what other states are doing
- Short term rental proposals
  - Consider a partnership with Trip Advisor
  - It's best if it came from each region & not as a state perspective or concern
  - As an alternative reach out to state leaders to start an educational process
  - Should the Travel Council regulate short term tax collection efforts? Initiate a letter with some authority
  - As we move forward with this must be smart and tactful

## **10 MINUTE BREAK 10:54AM**

### **Tourism Grant Program - Jill Eden**

- Confirmed with Fiscal Department - total amount on the reports are before Tax Commission fee and is correct
- RFF's don't have a report at this time will send out
- Appreciates great work Cindy & Amy did in her absence with turn-around time of grantees
- Program change to sub-contractor requirements is in your packet
- Grantees will have less problems more visuals, in-turn more paperwork on our end for auditing proposes
- Bill Code mentioned grantees have been very pleased with the process

### **Working Lunch**

#### **Drake Cooper Presentation - Bill Drake and Josh Mercaldo**

Topics covered:

- Travel guide changes 2015
- Increase promotions budget
- Culinary reception/show - coincide with the Grant Summit and ITC meeting
- Increase Winter marketing (Vitamin ID)
- Increase Canadian media budget - options, brand USA
- Fall marketing program
- Events
  - ESTO in August
  - Etourism Summit in October
- FY15 Budget
- Campaign specs
  - Doubling Canada - Region 6 concerns with Seattle and Salt Lake as gateways
  - There's more spending on Wasatch than Canada
- October meeting agenda topics
- Redesign VisitIdaho.org
- Amendment to logo - open for discussion
  - Any objections? Want to keep it? Rules?

- Logo Suggestions
  - Make it voluntary and not a requirement
  - Some grantees might be opposed to getting rid of it
  - Consider less restrictions on the logo size and more on readability
  - Send out a grantee input poll
  - Look at the ad message instead of logo details
  - Add to October meeting-show logo proposals and guidelines

**Bill motions to adjourn meeting.**

Doug seconds. Ayes have it. **Motion approved.**

**Meeting adjourned 12:24PM**

**August 12, 2014**

**8:57AM meeting called to order by Chairman Paul Norton**

Paul Norton thanked everyone for their attendance at Silverwood

**Question & Answer grant award process - Diane Norton**

Regions will give out each amount individually and specify special conditions to the award to be noted

**Grant Awards - Jill Eden**

**Region 3 - Jim Manion motions to approve the following;**

- \$38,000 - Cascade Chamber of Commerce - Bill seconds. Ayes have it. **Motion approved.**
- \$145,000 - McCall Chamber of Commerce - Diane seconds. Ayes have it. **Motion approved.**
- \$53,000 - Nampa Chamber of Commerce - Bill seconds. Ayes have it. **Motion approved.**
- \$48,000 - Gold Buckle Champions Inc. - Courtney seconds. Ayes have it. **Motion approved.**
- \$274,205 - Southwest Idaho Council - Bill seconds. Ayes have it. **Motion approved.**
- \$687,000.00 - Bill Code motioned that Boise CVB receive the \$687,000.00 - Jim Manion recused from voting on this one. Diane Newman seconds. Ayes have it. **Motion approved.**
- \$8,000 - Idaho Bed & Breakfast Association - Bill seconds. Ayes have it. **Motion approved.**
- \$28,000 - Idaho Outfitters & Guides Association - Bill seconds. Ayes have it. **Motion approved.**
- \$33,000 - Idaho RV Campgrounds Association - Bill seconds. Ayes have it. **Motion approved.**
- \$22,000 - Idaho Ski Areas Association - Diane seconds. Ayes have it. **Motion approved.**

**Region 1 - Doug Burnett motions to approve the following;**

- \$84,000 - North Idaho Tourism Alliance - Dick seconds. Ayes have it. **Motion approved.**
- \$451,000 - Coeur d'Alene Chamber of Commerce - Bill seconds. Ayes have it. **Motion approved.**
- \$68,500 - Post Falls Chamber of Commerce - Jim seconds. Ayes have it. **Motion approved.**
- \$132,000 - Greater Sandpoint Chamber of Commerce - Lara seconds. Ayes have it. **Motion approved.**
- \$2,600 - Idaho Bed & Breakfast Association - Bill seconds. Ayes have it. **Motion approved.**
- \$6,000 - Idaho Outfitters & Guides Association - Jim seconds. Ayes have it. **Motion approved.**
- \$7,550 - Idaho RV Campgrounds Association - Diane seconds. Ayes have it. **Motion approved.**
- \$4,600 - Idaho Ski Areas Association - Diane seconds. Ayes have it. **Motion approved.**

**Region 2 - Lara Smith motions to approve the following;**

- \$2,250 - City of Lapwai - Jim seconds. Ayes have it. **Motion approved.**
- \$12,500 - Grangeville Chamber of Commerce - Bill seconds. Ayes have it. **Motion approved.**
- \$40,000 - Hells Canyon Visitor Bureau - Courtney seconds. Ayes have it. **Motion approved.**
- \$23,500 - Kamiah Chamber of Commerce- Diane seconds. Ayes have it. **Motion approved.**
- \$43,000 - Moscow Chamber of Commerce - Bill seconds. Ayes have it. **Motion approved.**
- \$37,000 - North Central Idaho Travel Association - Bill seconds. Ayes have it. **Motion approved.**
- \$16,000 - Orofino Chamber of Commerce - Diane seconds. Ayes have it. **Motion approved.**
- \$35,000 - Salmon River Chamber of Commerce - Bill seconds. Ayes have it. **Motion approved.**
- \$4,250 - Idaho Bed & Breakfast Association - Bill seconds. Ayes have it. **Motion approved.**
- \$12,000 - Idaho Outfitters & Guides Association - Jim seconds. Ayes have it. **Motion approved.**
- \$3,890 - Idaho RV Campgrounds Association - Diane seconds. Ayes have it. **Motion approved.**
- \$1,000 - Idaho Ski Areas Association - Bill seconds. Ayes have it. **Motion approved.**

**Region 4 - Diane Newman motions to approve the following;**

- \$269,450 - Southern Idaho Tourism - Bill seconds. Ayes have it. **Motion approved.**
- \$2,750 - Idaho Bed & Breakfast Association - Lara seconds. Ayes have it. **Motion approved.**
- \$2,000 - Idaho Outfitters & Guides Association - Bill seconds. Ayes have it. **Motion approved.**
- \$7,500 - Idaho RV Campgrounds Association - Dick seconds. Ayes have it. **Motion approved.**
- \$1,500 - Idaho Ski Areas Association - Bill seconds. Ayes have it. **Motion approved.**

**Region 5 - Bill Code motions to approve the following;**

- \$37,868 - Bear Lake Convention & Visitors Bureau - Lara seconds. Ayes have it. **Motion approved.**
- Zero - Greater Lava Hot Springs Prosperity Foundation - Did not fit criteria, want to rebuild and not market
- \$90,000 - Pioneer Country Travel Council - Dick seconds. Ayes have it. **Motion approved.**
- \$90,000 - Pocatello Convention & Visitors Bureau - Dick seconds. Ayes have it. **Motion approved.**
- \$2,500 - Idaho Bed & Breakfast Association - Dick seconds. Ayes have it. **Motion approved.**
- \$10,632 - Idaho Outfitters & Guides Association - Lara seconds. Ayes have it. **Motion approved.**
- \$6,000 - Idaho RV Campgrounds Association - Diane seconds. Ayes have it. **Motion approved.**
- \$3,965 - Idaho Ski Areas Association - Dick seconds. Ayes have it. **Motion approved.**

**Region 6 - Courtney Ferguson motions to approve the following;**

- \$151,372 (stipulation set aside \$25,000 for providing billboard campaign) - Snake River Territory Convention & Visitors Bureau - Dick seconds. Ayes have it. **Motion approved.**
- \$51,480 - Teton Valley Chamber of Commerce - Dick seconds. Ayes have it. **Motion approved.**
- \$257,873 (stipulation hold \$25,000 for printing of geographic maps) - Yellowstone Teton Territory - Bill seconds. Ayes have it. **Motion approved.**
- \$6,000 - Idaho Bed & Breakfast Association - Dick seconds. Ayes have it. **Motion approved.**
- \$9,000 - Idaho Outfitters & Guides Association - Dick seconds. Ayes have it. **Motion approved.**
- \$12,000 - Idaho RV Campgrounds Association - Bill seconds. Ayes have it. **Motion approved.**
- \$9,000 - Idaho Ski Areas Association - Dick seconds. Ayes have it. **Motion approved.**

- Surplus of \$20,000 will be reevaluated and reallocated

**Region 7 - Dick Andersen motions to approve the following;**

- \$27,800 - Hailey Chamber of Commerce - Lara seconds. Ayes have it. **Motion approved.**
- \$25,000 - Lemhi County Economic Development - Courtney seconds. Ayes have it. **Motion approved.**
- \$4,000 - Lost Rivers Economic Development - Jim seconds. Ayes have it. **Motion approved.**
- \$36,400 - Stanley-Sawtooth Chamber of Commerce - Bill seconds. Ayes have it. **Motion approved.**
- \$210, 510 - Sun Valley Marketing Alliance - Diane seconds. Ayes have it. **Motion approved.**
- \$685.00 - Idaho Bed & Breakfast Association - Bill seconds. Ayes have it. **Motion approved.**
- \$12,000 - Idaho Ski Areas Association - Bill seconds. Ayes have it. **Motion approved.**
- \$6,000 - Idaho Outfitters & Guides Association - Diane seconds. Ayes have it. **Motion approved.**
- \$3,000 - Idaho RV Campgrounds Association - Doug seconds. Ayes have it. **Motion approved.**

**Region 7 - Dick Andersen motions to approve the following;**

Remove \$990 from Sun Valley. Bill seconds. Ayes have it. **Motion approved.**

**Jill Eden - Multi-Region Totals**

- \$26,785 - Idaho Bed & Breakfast Association
- \$73,632 - Idaho Outfitters & Guides Association
- \$72,940 - Idaho RV Campgrounds Association
- \$54,065 - Idaho Ski Areas Association

**\*\*\$3,669,130.00 awarded today**

**Other Discussion - Paul Norton, Chair**

A big thank you from the Outfitters Guide for all you do & any assistance!

Please mark your calendars next meeting in **Moscow Idaho, September 30<sup>th</sup>-October 2, 2014**

Paul thanked everyone for a great meeting.

**Bill motions to adjourn meeting.**

Lara seconds. Ayes have it. **Motion approved.**

**Meeting adjourned 9:36AM**