



C.L. "Butch" Otter, Governor  
Megan Ronk, Director

**Idaho Travel Council**  
**Thursday, March 9, 2107**  
Hagadone Event Center  
900 South Floating Green Drive, Coeur d'Alene

- |           |   |                            |                                     |
|-----------|---|----------------------------|-------------------------------------|
| 1:00 p.m. | Call to Order<br>Welcome and Introductions<br>Approve Minutes |                            | Jim Manion, Chair                   |
| 1:15 p.m. | Commerce Update<br>Tourism Budget Update                      | Matt Borud<br>Diane Norton |                                     |
| 1:30 p.m. | North Idaho Tourism Research                                  |                            | Bill Robinson,<br>Robinson Research |
| 2:00 p.m. | Tourism Tour Recaps   |                            |                                     |
|           | Region 1  | Doug Burnett               |                                     |
|           | Region 2  | Lara Smith                 |                                     |
|           | Region 3  | Jim Manion                 |                                     |
|           | Region 4  | Shawn Barigar              |                                     |
|           | Region 5  | Matt Hunter                |                                     |
|           | Region 6  | Courtney Ferguson          |                                     |
|           | Region 7  | Mike Fitzpatrick           |                                     |
|           | Multi-Regions   | Rick Shaffer               |                                     |
| 3:00 p.m. | Break   |                            |                                     |
| 3:15 p.m. | Strategy Session  |                            |                                     |
| 5:45 p.m. | Future Meetings and Closing Topics                            |                            | Jim Manion, Chair                   |
| 6:00 p.m. | Adjourn meeting   |                            | Jim Manion, Chair                   |