



C.L. "Butch" Otter, Governor
Bobbi-Jo Meuleman, Director

Idaho Travel Council
January 17, 2018
Sun Valley Inn, Sage Room
1 Sun Valley Rd, Sun Valley

- | | | |
|------------|---|------------------------|
| 9:00 a.m. | Call to Order
Welcome and Introductions
Approve Minutes | Lara Smith, Chairwoman |
| 9:10 a.m. | Region 7 Welcome | Mike Fitzpatrick |
| 9:15 a.m. | Commerce Updates:
Director Update – Bobbi-Jo Meuleman
Budget Update – Matt Borud
Marketing Update – Diane Norton
Grant Update – Cindy Lee | |
| 10:45 a.m. | Break | |
| 11:00 a.m. | Sun Valley Marketing Alliance | Scott Fortner |
| 11:20 a.m. | Fly Sun Valley Alliance | Carol Waller |
| 11:40 a.m. | The Power of Arts in the Community
Sun Valley Economic Development | Harry Griffith |
| 12:00 p.m. | Dark Skies/Dark Sky Reserve
Craters of the Moon | Wade Vagias |
| 12:20 p.m. | The Chamber | Jeff Bacon |
| 12:40 p.m. | Stanley Chamber of Commerce | Jason Bosley |
| 1:00 p.m. | Drake Cooper | Josh Mercado |
| 1:20 p.m. | Other Discussion
Future Meetings:
March Tourism Tours
ITC March Regional Recap Phone Meeting
ITC May Meeting | |
| 1:30 p.m. | Meeting Adjourn | |
| 3:00 p.m. | Limelight Hotel Tour
<u>Location:</u> 151 Main Street S, Ketchum
Meeting with Bert Witsel, Senior Sales Manager | |

Call-in Information:

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