



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

## Idaho Travel Council

Tuesday May 1, 2018  
Idaho State Capitol - 700 W Jefferson, Boise  
Lincoln Auditorium

### Idaho Travel Council Members Present:

Lara Smith (Chair), *Region II*  
Doug Burnett (Vice-Chair), *Region I*  
Jim Manion, *Region III*  
Shawn Barigar, *Region IV*  
Matt Hunter, *Region V*  
Lonnie Allen, *Region VI*  
Mike Fitzpatrick, *Region VII*  
Rick Shaffer, *Multi-Region*

### Commerce Staff Present:

Bobbi-Jo Meuleman, *Director*  
Matt Borud, *Marketing and Innovation Administrator*  
Diane Norton, *Tourism Manager*  
Cindy Lee, *Grants and Contracts Manager*  
Ewa Szewczyk, *Grants and Contracts Specialist*  
Bailey Rozell, *Administrative Assistant*

### Call to Order & Introductions

Chairwoman Lara Smith called the meeting to order at 9:02 a.m.  
Council and attendee introductions.

### Approval Minutes

Chairwoman Lara Smith noted that the minutes from the March 15, 2018 Idaho Travel Council meeting had been distributed and if there were no corrections, she would entertain a motion to approve the minutes as distributed.

**Moved by:** Jim Manion

**Seconded by:** Rick Shaffer

**All in favor. No discussion.**

**Motion approved.**

### Commerce Update

Director Meuleman provided a Commerce update.

### ITC Tourism Budget Review

Matt Borud gave a review on collections and the upcoming Commerce budget.

### Grant Updates & Presentation Process Review

Cindy Lee provided an overview of the grant updates and informed the grantees of the process for the presentations.

### Presentations

- Idaho RV Campgrounds Association - Anne Chambers
  - **Grant Request of \$95,072** for print and digital advertising; website update; and ICORT registration.

- Idaho Lodging & Restaurant Association - Josh Bishop
  - **Grant Request of \$71,880** for digital advertising; email marketing and lead generator; Update website and website hosting; hospitality training platform; and one major event planned.
- Idaho Outfitters & Guides Association - Janey Bruesch
  - **Grant Request of \$87,100** for Print and digital advertising; micro website launch; web hosting, domain names, maintenance, and blogs; two trade and travel shows planned; and ICORT registration.
- Idaho Ski Areas Association - Rebecca Reeves & Scott Looper
  - **Grant Request of \$84,000** for film and digital advertising; film and photography procurement; public relations services; and one event planned.
- Hailey Chamber of Commerce - Mary Austin Crofts
  - **Grant Request of \$100,000** for print, billboards, film, audio, and digital advertising; update website, hosting, domain name, management, and maintenance; direct email service renewal; and ICORT registration.
- Sawtooth-Stanley Chamber of Commerce - Jason Bosley
  - **Grant Request of \$90,580** for print, digital, and other advertising; website maintenance, updates, domain, and hosting; Mountain Village Resort Snowmobile Show, Boise and Puyallup, WA; and ICORT registration.
- Sun Valley Marketing Alliance - Scott Fortner
  - **Grant Request of \$315,000** print, film, audio, and digital advertising; direct email marketing; update website and content; and DMA West registration.
- Southeast Idaho High Country Tourism - Destiny Egley
  - **Grant Request of \$135,000** for print, film, audio, and digital advertising; update website; and ICORT and ETSO registration.
- Greater Pocatello Convention and Visitors Bureau (CVB) - Brigitta Bright
  - **Grant Request of \$150,028** for print, billboard, film, and digital advertising; direct Mail newsletter; update website and content; web hosting, domain name, management, and maintenance; eight trade and travel shows planned; and ICORT and ETSO registration.
- Teton Regional Economic Coalition - Kristie Eggebrotten
  - **Grant Request of \$141,641.88** for print, digital, and other advertising; update website content, domain name, maintenance, and hosting; nine co-op events planned; electronics upgrade, display, and booth; and ICORT registration.
- Idaho Falls Chamber of Commerce - Chip Schwarze
  - **Grant Request of \$250,150** for print, billboards, and digital advertising; update website, web domain, hosting, maintenance, and updates; three events planned; and ICORT registration.

- Yellowstone Teton Territory - Chris Mann
  - **Grant Request of \$490,682** for print, billboards/national parks, film, and digital advertising; digital lead generator software; website maintenance; three trade shows and nine consumer travel shows planned.
  
- Southern Idaho Tourism - Melissa Barry
  - **Grant Request of \$490,999** for print, billboards, digital and film advertisement; database and email management; web hosting, maintenance, update and generate content; three trade and travel shows; and ICORT registration.

### **Rocky Mountain International Marketing Update with Mathias Jung**

Idaho has returned to Rocky Mountain International.

#### **Meeting Adjourn:**

Chairwoman Lara entertained the motion to adjourn for the day.

**Moved by:** Rick Shaffer

**Seconded by:** Jim Manion

**All in favor. No discussion.**

**Motion approved.**

**Chairwoman Lara Smith adjourned the meeting at 3:46 pm.**

**Idaho Travel Council**  
Wednesday May 2, 2018  
Idaho State Capitol - 700 W Jefferson, Boise  
Lincoln Auditorium

**Idaho Travel Council Members Present:**

Lara Smith (Chair), *Region II*  
Doug Burnett (Vice-Chair), *Region I*  
Jim Manion, *Region III*  
Shawn Barigar, *Region IV*  
Matt Hunter, *Region V*  
Lonnie Allen, *Region VI*  
Mike Fitzpatrick, *Region VII*  
Rick Shaffer, *Multi-Region*

**Commerce Staff Present:**

Bobbi-Jo Meuleman, *Director*  
Matt Borud, *Marketing and Innovation Administrator*  
Diane Norton, *Tourism Manager*  
Cindy Lee, *Grants and Contracts Manager*  
Ewa Szewczyk, *Grants and Contracts Specialist*  
Bailey Rozell, *Administrative Assistant*

**Call to Order & Introductions**

Chairwoman Lara Smith called the meeting to order at 9:00 a.m.  
Council and attendee introductions.

**Grant Presentation Process Review**

Cindy Lee provided an overview of the grant updates and the process for the presentations.

**Presentations:**

- Boise Convention & Visitors Bureau - Carrie Westergard
  - **Grant Request of \$423,150** for print and digital advertising; implement direct mail program; microsite creation, web hosting, domain name, updates and maintenance; eight events, two conventions, three meetings, five sports events planned; thirteen trade and travel shows planned; ICORT, ETSO, DMAI, and DMA West registration; and three public relations missions.
- Southwest Idaho Travel Association - Jared Montague
  - **Grant Request of \$526,000** for print, digital, billboards, and audio advertisement; direct email program and targeting software; web hosting, domain name, and content generation; four events, one convention, and one sports event planned; ten trade and travel shows planned; and ICORT registration.
- Cascade Chamber of Commerce - Bobbie Patterson
  - **Grant Request of \$78,889** for print, film, and digital advertisements; website development, maintenance, and regular updates; two events, one trade and travel show planned.
- McCall Area Chamber of Commerce - McKenzie Christensen
  - **Grant Request of \$361,139** for print, film, audio, and digital advertising; direct mail marketing; update website, web hosting, domain name, and maintenance; one event, and eight trade and travel shows planned; ICORT registration; and public relations and market research projects.
- Nampa Chamber of Commerce - Mitch Minnette

- **Grant request of \$91,599** for print, film, audio, digital, and other advertising; web hosting; three events planned; and ICORT registration.
- North Idaho Tourism Alliance (NITA) - Stephanie Simms
  - **Grant request of \$169,700** for print, film, audio, and digital advertising; Update website; seven trade and travel shows planned; and ICORT registration.
- Greater Sandpoint Chamber of Commerce - Kate McAlister
  - **Grant request of \$235,173** for print, film, audio, and digital advertising; Web hosting, domain name, maintenance, and licensing; Two events and two trade and travel shows planned; and ICORT registration.
- Post Falls Chamber of Commerce - Deb Wheeler
  - **Grant request of \$80,000** for print, film, and digital advertising; Web hosting, domain name, maintenance, and licensing; and ICORT registration.
- Coeur d'Alene Convention & Visitors Bureau - Mark Robitaille
  - **Grant request of \$700,000** for print, film, audio, and digital advertising; direct mail program; web hosting, domain name, and maintenance; four events and two travel shows planned; and ICORT and DMAI registration.
- Visit Lewis Clark Valley - Michelle Peters
  - **Grant request of \$96,000** for print, billboards, and digital advertising; Web hosting, domain name, maintenance, and content generation.
- Moscow Chamber of Commerce - Jenny Ford
  - **Grant Request of \$97,335** for print, film, digital, and other advertising; web hosting, domain name, and maintenance; three events planned ICORT, ESTO, DMAI, DMA West, and Mead & Hunt Air Service Development Conference registration; and farmers market impact study.
- North Central Idaho Travel Association - Deb Smith
  - **Grant Request of \$70,864** for print and digital advertising; web hosting, domain name, maintenance, and updates; and ICORT registration.
- Meridian Chamber of Commerce - Richard Bonney
  - **Grant request of \$77,170** for print and digital advertising; web hosting, domain name, maintenance, and updates; and ICORT registration.

#### **Other Business - Scope of Work Change Requests**

- Hells Canyon:
  - Reallocation of \$15,990 for digital marketing
  - Current grant (2016/2017) - \$80,000
  - Current balance - \$44,072.83

**Moved by:** Shawn Barigar  
**Seconded by:** Rick Shaffer  
**All in favor, no discussion.**  
**Motion approved.**
- Kamiah:

- Realignment with North Central Idaho Tourism Association (NICTA)
  - Current grant (2016/2017) - \$47,750
  - Current balance - \$ 35,814.78  
**Moved by:** Rick Shaffer  
**Seconded by:** Matt Hunter  
**All in favor, no discussion**  
**Motion approved.**
- Boise CVB:
    - Reallocation of \$35,000.00 to revise/reprint the Boise Area Visitors Guide
    - Current grant (2016/2017) - \$926,500
    - Current balance - \$575,534.00  
**Moved by:** Jim Manion  
**Seconded by:** Matt Hunter  
**All in favor, no discussion**  
**Motion approved.**
- McCall:
    - Reallocation of \$30,740 to media asset procurement
    - Current grant (2016/2017) \$290,770
    - Current balance - \$196,723  
**Moved by:** Jim Manion  
**Seconded by:** Rick Shaffer  
**All in favor, no discussion.**  
**Motion approved.**

## Q & A

No questions from the audience.

## Other Council News

Next Idaho Travel Council Meeting will be July 24 and 25 in Wallace.

## Grant Scoring Update

Grant applications have been reopened to draft status for any changes, grant applications will be closed again on May 23. The Council will be able to view the updated grants, leave new comments, and place scores between May 24 and July 16.

## Meeting Adjourn

Chairwoman Lara stated she would entertain a motion to adjourn the meeting.

**Moved by:** Shawn Barigar  
**Seconded by:** Matt Hunter  
**All in favor, no discussion.**  
**Motion approved.**

**Chairwoman Lara Smith adjourned the meeting at 3:17 p.m.**