

Idaho Travel Council
October 15, 2018
Clarion Inn
1399 Bench Rd., Pocatello

Idaho Travel Council Members Present:

Doug Burnett (Vice-Chair), *Region I*
Lara Smith (Chair), *Region II*
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 Officer*
Cindy Lee, *Grants and Contracts Manager*
Diane Norton, *Tourism Manager*
Kathy Schofield, *Administrative Assistant I*

Monday, October 15, 2018

Welcome and Introductions

Chairwoman Lara Smith called the meeting to order at 1:00 pm

Council, staff, and audience introductions.

Action Item: Approval of Meeting Minutes

Rick Shaffer motioned to approve July 2018 ITC meeting minutes.

Jim Manion seconded. No discussion. All in favor. **Motion approved.**

Welcome from Region 5

Matt Hunter welcomed everyone to beautiful Pocatello and encouraged them to enjoy their time in Region 5.

Idaho Department of Commerce Updates Bobbi-Jo Meuleman

Director Bobbi-Jo Meuleman updated the Council on the recent events at Idaho Commerce. She focused on administrative rule. (IDAPA 28.02.030 that would be presented during the 2019 legislative session).

Administrator Updates Matt Borud

Tourism Marketing, Matt Borud, presented collections overview (see attached)

Because of the implementation of Bill 216, systems changed, and we are still waiting for the tax commission's reports.

18 Summers Trademark issue has no new updates.

Idaho Tourism Updates Diane Norton

Updated admin budget side; specifically, association membership and publication (see attachments)

Idaho Scenic Byways update – No more federal funding. Cannot sustain program.

Road trips - reinvented – Madd Media

Statewide and Regional 2017 Info graphics from Longwoods International Research and Dean Runyan Associates. (see attachments)

Great American West International Program; 18 countries and 7 offices

Go West in Boise, February 23 thru 28, Nancy is contact to register

Beer Conference in Boise/ March 26 thru 28 and April is Idaho Craft Beer Month.

Grant Presentation -Cindy Lee

Cindy Lee, Grants & Contracts Manager, reviewed days to paid statistics. (see attachment)
Reviewed Proposed changes to rule – most changes are considered housekeeping; however, there are minor edits to the program intent which better aligns with current tourism promotion practices. (see attachment)

Tourism Grant Review and Discussion

Discussed Grantee lead or Grantee arranged Cooperative. Advertising (see attachment) and requested if the council would like research and recommendations for a future meeting.

Action Items:

The council instructed Cindy to conduct best practices research and survey grant recipients and give this info to council in December and have it on agenda for January meeting.

Policy revision recommendations for trade shows and major event sponsorship (see attachment).
Matt Hunter made motion to approve changes to sponsorship and grant program as presented.
Seconded by Rick Shaffer and Lonnie Allen. All in favor. **Motion approved**

Policy revision recommendations for logo (see attachment). Rick Shaffer made motion to approve as presented and Jim Manion seconded. No discussion. All in favor. **Motion approved.**

Policy revision recommendations to social media video posts (see attachment) Motion to approve as presented by Shawn Barigar and seconded by Matt Hunter. No discussion. All in favor. **Motion approved.**

Policy revision recommendations to advertorials (see attachment). Motion to approve by Lonnie Allen. Seconded by Shawn Barigar. No discussion. All in favor. **Motion approved.**

Action Item: Scope of work changes (see attachments)

- **Idaho Ski Area Association**. - Motion to approve by Rick Shaffer, seconded by Jim Manion. No discussion All in favor. Mike Fitzpatrick recused his vote. **Motion approved.**
- **Moscow Chamber of Commerce – Jazz festival**
Doug Burnett made motion to approve. Rick Shaffer seconded. No discussion. All in favor. **Motion approved.**
- **North Central Idaho Travel Association**
Shawn Barigar made motion to approve. Rick Shaffer seconded. No discussion. All in favor. **Motion approved.**
Molina from the Orofino Chamber and Kristine from Kamiah Chamber spoke in support of the scope of change. Lonnie Allen supported the idea to approve \$1k line item for trail cams for Orofino and Salmon River.
- **Hells Canyon Visitor Bureau Db a Visit Lewis Clark Valley (2017 Grant)**
Matt Hunter made motion to approve. Rick Shaffer seconded. No discussion. All in favor. **Motion approved.**

- **Hells Canyon Visitor Bureau Db a Visit Lewis Clark Valley (2018 Grant)**
Rick Shaffer made motion to approve. Seconded by Lonnie Allen. No discussion. All in favor. **Motion approved.**
- **Kamiah Chamber of Commerce**
Rick Shaffer made motion to approve. Matt Hunter seconded. No discussion. All in favor. **Motion approved.**
- **SWITA**
Jim Manion made motion to approve. Shawn Barigar seconded. No discussion. All in favor. **Motion approved.**
- **Pocatello Convention and Visitors Bureau**
Doug Burnett made motion to approve. Jim Manion seconded. No discussion. All in favor. **Motion approved.**
- **Idaho Falls Chamber**
Matt Hunter made motion to approve. Rick Shaffer seconded. No discussion. All in favor. **Motion approved.**
- **McCall Area Chamber of Commerce and Visitor's Bureau**
Matt Hunter made motion to approve. Jim Manion seconded for item 1. No discussion. All in favor. **Motion approved.**
- **Item 2 Play to Stay**
Jim Manion moved we deny based on the intent of the advertisement being workforce development and not tourism. The council may consider with a revised advertisement with a tourism focus/not trying to get people to move for building work force. If a follow up advertisement is submitted, the council would like to review and approve or deny that advertisement. Seconded by Shawn Barigar. **Motion to deny, approved.**

Drake Cooper Update

Jeremy Chase presented the updates from Drake Cooper.

Confirm January Meeting date and location

Twin Falls January 3, 2019 TBD.

Comments and questions

This will be the last ITC Meeting with Jim Manion and Lara Smith.

Shawn Barigar moved Doug Burnett as new chairman. Rick Shaffer and Matt Hunter co vice-chairmen. Doug Burnett seconded. No discussion. All in favor. **Motion approved.**

Matt Borud thanked Jim Manion and Lara Smith for their service and with the assistance of Diane Norton presented each of them with a plaque to show the appreciation of these two members of the Council.

No public comments made.

Doug Burnett made the Motion to adjourn.

Rick Shaffer seconded the motion.

Chairwoman, Lara Smith, adjourned the meeting at 4:37 pm