

Idaho Travel Council
July 24-25, 2018
Wallace Inn
100 Front Street, Wallace

Idaho Travel Council Members Present:

Doug Burnett (Vice-Chair), *Region I*
Lara Smith (Chair), *Region II*
Jim Manion, *Region III*
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*
Diane Norton, *Tourism Manager*
Cindy Lee, *Grants and Contracts Manager*
Cherié Norris, *Grants and Contracts Specialist*
Laura Conilogue, *Technical Records Specialist*
Kathy Schofield, *Administrative Assistant I*

Members Present Via Telephone:

Shawn Barigar *Region IV*

Tuesday July 24, 2018

Welcome and Introductions

Chairwoman Lara Smith called the meeting to order at 8:31 am
Council, staff, and audience introductions.

Wallace Welcome

Rick Shaffer, the Prime Minister of Wallace, welcomed everyone. Mike Gunderson, the Sheriff of Wallace was our first guest speaker. Shoshone county is the third largest County in the State and he spoke about the terrain and 2700 square miles he and the 12 deputies cover to protect and respond to the community's and tourist's needs. The tourism base helps to fund the law enforcement and local businesses.

Rick Shaffer introduced Dave Copelan, former Director of the Wallace Chamber of Commerce, who stated Wallace is the only city in the US with all its buildings listed in the National Historic Registry.

Action Item: Approval of Meeting Minutes

Matt Hunter motioned to approve May 2018 ITC Meeting Minutes.
Lonnie Allen seconded. All in favor. No discussion. **Motion Approved**

Idaho Department of Commerce Update

Director Bobbi-Jo Meuleman updated the Council on the recent events at Idaho Commerce.

Invasive Species Update

Lloyd Knight, Administrator, of Idaho State Department of Agriculture updated the Council on the Invasive Species Act and the Watercraft Invasive Species Prevention Program.

Idaho State Tax Commission Update

John Bernasconi, Division Administrator, Justine Weaver, Management Analyst, and Glenda A. Smith, Financial Specialist, updated members about changes to the collection process of the 2% Travel and Convention tax.

Action Item: Scope of Work Change – Sun Valley Marketing Alliance

Cindy Lee, Grants & Contracts Manager, led the discussion regarding scope of work changes for the Sun Valley Marketing Alliance.

The Sun Valley Marketing Alliance Inc. is requesting a scope of work modification to move \$25,000 from the Administration line item to Digital Advertising, an existing marketing line item. The grantee will use its own funds for grant administration.

Mike Fitzpatrick motioned to approve scope of work changes for the Sun Valley Marketing Alliance.

Matt Hunter seconded. All in favor. No discussion. **Motion approved.**

Grants Team Update

Cindy Lee, Grants & Contracts Manager, told the Council about the updates of the Idaho Commerce Grants team including a report that grantees are reimbursed on average Introduced Cherié Norris, the new Grants & Contracts Specialist and welcomed her.

Tourism Grant Review and Discussion

Cindy Lee, Grants & Contracts Manager, detailed how the ITC grant review would proceed. Cindy would present each grant application, and detail issues if any. Each council member would then discuss the grant applications and how much each grantee should be funded. The process will go region by region, and the funding decisions, including an approved apportionment rate, would be made the following day on July 25, 2018.

Grant Discussion

Cindy Lee reviewed each application and council discussion followed.

Region I

North Idaho Tourism Alliance (NITA)

Last year they requested \$125,000 and were awarded \$106,000.

This year they requested \$169,700.

AAR 85%.

Council discussed the North Idaho Tourism Alliance grant application.

The line item of \$50k Regional PR Campaign was not recommended for funding.

Post Falls Chamber of Commerce

Last year they requested \$80,000 and were awarded \$74,500.

This year they requested \$80,000.

AAR 21%.

Council discussed the Post Falls Chamber of Commerce grant application.

Coeur d'Alene Convention & Visitors Bureau

Last year they requested \$650,000 and were awarded \$580,000.

This year they requested \$700,000.

AAR 86%.

Council discussed the Coeur d'Alene Convention & Visitors Bureau grant application.

Greater Sandpoint Chamber of Commerce

Last year they requested \$233,711 and were awarded \$160,000.

This year they requested \$217,634.

AAR 39%.

Council discussed the Greater Sandpoint Chamber of Commerce grant application. Minor deficiencies in audit including separation of duties issues; recommended dual signature requirement for financial transactions to be implemented by next year.
\$500-line item for grant presentations is an unallowable cost and not recommended for funding.

Region II

Hells Canyon Visitor Bureau (dba Visit Lewis Clark Valley)

Last year they requested \$83,000 and were awarded \$80,000.

This year they requested \$96,000.

AAR N/A.

Council discussed the Hells Canyon Visitor Bureau grant application.

North Central Idaho Travel Association (NCITA) including Salmon

Last year they requested \$56,000 and were awarded \$20,000.

This year they requested \$88,389.

AAR 1.5%.

Council discussed the North Central Idaho Travel Association (NCITA) grant application. This application now includes the Kamia, Orofino, and Salmon Chamber of Commerce. Staff recommends award is subject to confirmation of non-profit status.

Moscow Chamber of Commerce

Last year they requested \$86,955 and were awarded \$70,000.

This year they requested \$97,335.

AAR N/A.

Council discussed the Moscow Chamber of Commerce grant application. Staff recommends that the following line items not be funded as they are unallowable costs: The Farmers Market Economic Impact Study, the Mead and Hunt Air Service Development Conference, the Willamette Valley Tour/Events, and the Sun Valley Film Festival.

Region III

Boise Metro Chamber of Commerce (Boise Convention & Visitors Bureau)

Last year they requested \$930,500 and were awarded \$926,500.

This year they requested 1,112,537.

AAR 56%.

Council discussed the Boise Metro Chamber of Commerce (Boise Convention & Visitors Bureau) grant application. Budget has been adjusted by moving \$5,500 from fulfillment to marketing.

Cascade Chamber of Commerce

Last year they requested \$78,980 and were awarded \$72,951.

This year they requested \$78,889.

AAR 56%.

Council discussed the Cascade Chamber of Commerce grant application.

McCall Area Chamber of Commerce

Last year they requested \$295,770 and were awarded \$290,770.

This year they requested \$361,139.

AAR 57%.

Council discussed the McCall Area Chamber of Commerce grant application.

Nampa Chamber of Commerce

Last year they requested \$85,250 and were awarded \$79,000.

This year they requested \$87,388.

AAR N/A; not asking for any overhead costs.

Council discussed the Nampa Chamber of Commerce grant application.

Meridian Chamber of Commerce

Last year they requested \$0.

This year they requested \$75,120.

AAR N/A.

Council discussed the Meridian Chamber of Commerce grant application. Staff recommended the feasibility study not be funded as it's an unallowable cost.

Southwest Idaho Travel Association (SWITA)

Last year they requested \$480,000 and were awarded \$475,000.

This year they requested \$526,000.

AAR N/A.

Council discussed the Southwest Idaho Travel Association (SWITA) grant application.

Region V

Bear Lake Convention & Visitors Bureau (CVB)

Last year they requested \$43,000 and were awarded \$42,000.

This year they requested \$45,000.

AAR N/A. Not asking for any admin.

Council discussed the Bear Lake Convention & Visitors Bureau (CVB) grant application.

Southeast Idaho High Country Tourism

Last year they requested \$147,950 and were awarded \$141,500.

This year they requested \$135,000.

AAR 99%.

Council discussed the Southeast Idaho High Country Tourism grant application. Auditor recommended board change policies so there is a separation of fiscal duties. Southeast Idaho High Country Tourism is out of compliance for bid procurement, and out of compliance for narrative reports.

Pocatello Convention & Visitors Bureau (CVB) (Visit Pocatello)

Last year they requested \$182,600 and were awarded \$175,592.

This year they requested \$150,028.

AAR 95%.

Council discussed the Pocatello Convention & Visitors Bureau (CVB) (Visit Pocatello) grant application. Their application is missing match letters, but even without those, they meet minimum cash match. Audit reflected significant deficiencies segregation of duties and procurement.

Region VI

Idaho Falls Chamber of Commerce (Idaho Falls CVB)

Last year they requested \$257,538 and were awarded \$207,000.

This year they requested \$257,200.

AAR 25%.

Council discussed the Snake River Territory Convention & Visitors Bureau (Idaho Falls CVB) grant application. The Greater Idaho Falls Chamber of Commerce was found to have significant deficiencies such as matching funds, required documentation, bid procurement and narrative reporting.

Lara called meeting back to order 1:42 pm

Teton Valley Chamber of Commerce (TVCC) now Teton Regional Economic Coalition

Last year they requested \$66,000 and were awarded \$66,000.

This year they requested \$141,641.

Council discussed the Teton Valley Chamber of Commerce (TVCC) now Teton Regional Economic Coalition grant application. No audit done.

Yellowstone Teton Territory (YTT)

Last year they requested \$411,350 and were awarded \$377,682.

This year they requested \$493,683.

AAR 36%.

Council discussed the Yellowstone Teton Territory (YTT) grant application. This application showed issues with match. YTT also had audit findings related to segregation of duties and check signing authority.

Region VII

Hailey Chamber of Commerce – The Wood River Valley Chamber

Last year they requested \$113,234 and were awarded \$65,503.

This year they requested \$96,250.

AAR 54%.

Council discussed the Hailey Chamber of Commerce grant application.

Lemhi County Economic Development Association

This year Last year they requested \$25,000 and were awarded \$24,000.

They requested \$26,000.

AAR N/A.

Council discussed the Lemhi County Economic Development Association grant application.

Stanley-Sawtooth Chamber of Commerce

Last year they requested \$93,957 and were awarded \$50,606.

This year they requested \$81,144.

AAR N/A.

Council discussed the Stanley-Sawtooth Chamber of Commerce grant application. Clean audit.

Sun Valley Marketing Alliance Inc.

Last year they requested \$310,750 and were awarded \$294,612.

This year they requested \$335,000.

AAR N/A. No admin requested.

Council discussed the Sun Valley Marketing Alliance Inc. grant application. Working on cash match letters.

Multi-Regions

Idaho RV Campgrounds Association (IRVCA)

Last year they requested \$96,558 and were awarded \$96,558.

This year they requested \$95,072.

AAR 100%.

Council discussed the Idaho RV Campgrounds Association (IRVCA) grant application.

Idaho Lodging and Restaurant Association (ILRA)

Last year they requested \$0.

This year they requested \$71,000.

Apportionment rate requested: Not asking for any admin costs.

Council discussed the Idaho Lodging and Restaurant Association (ILRA) grant application. Absorbing the Idaho Bed and Breakfast Association (IBBA), asking for the grant instead of IBBA.

Idaho Outfitters & Guides Association (IOGA)

Last year they requested \$140,085 and were awarded \$84,881.

This year they requested \$100,300.

AAR N/A.

Council discussed the Idaho Outfitters & Guides Association (IOGA) grant application. Some of the cash match proposed is not allowable; staff recommends any award contingent upon confirmation of match.

Idaho Ski Areas Association (ISSA)

Last year they requested \$96,800 and were awarded \$68,050.

This year they requested \$84,000.

AAR N/A.

Council discussed the Idaho Ski Areas Association (ISSA) grant application.

Chairwoman Lara Smith adjourned the meeting at 2:09 pm.

Idaho Travel Council
July 24-25, 2018
Wallace Inn
100 Front Street, Wallace

Idaho Travel Council Members Present:

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

Commerce Staff Present:

Matt Borud, *Marketing and Innovation Officer*
Diane Norton, *Tourism Manager*
Cindy Lee, *Grants and Contracts Manager*
Cherié Norris, *Grants and Contracts Specialist*
Laura Conilogue, *Technical Records Specialist*
Kathy Schofield, *Administrative Assistant I*

Members Present Via Telephone:

Shawn Barigar *Region IV*

Wednesday, July 25, 2018

Welcome and Introductions

Chairwoman Lara Smith called the meeting to order at 9:34 a.m.

Rick Shaffer recapped the meeting yesterday.

Lara welcomed the Idaho Travel Council, the Idaho Tourism Group and audience. Council, staff and audience introductions were made.

Grant Awards Discussion

Region IV

Southern Idaho Tourism (SIT)

Last year they requested \$341,670 and were awarded \$353,102.

This year they requested \$377,750.

AAR 94%.

Council discussed the Southern Idaho Tourism (SIT) grant application. Shawn Barigar recommends that the \$14,000 event sponsorship line item be approved by regional rep and Staff.

Action Item: Grant Awards

Region I

Doug Burnett proposed to award the following effective August 1, 2018:

- \$638,000 to the Coeur d'Alene Convention & Visitors Bureau with 86% AAR.
- \$180,000 to the Greater Sandpoint Chamber of Commerce with 39% AAR.
 - Not funding grant presentations.
- \$107,000 to the North Idaho Tourism Alliance (NITA) with 85% AAR.
 - Not funding \$50K regional PR campaign.
- \$75,000 to the Post Falls Chamber of Commerce with 21% AAR.
- \$5,500 to Idaho Lodging and Restaurant Association.
- \$4,504 to Idaho Outfitters and Guides Association.

- \$10,250 to Idaho RV Campgrounds Association.
- \$8,150 to Idaho Ski Areas Association.

Jim Manion motioned for Region I to accept all funding as presented and discussed. Lonnie Allen seconded. **Motion approved.** Doug Burnett recused himself from voting for Idaho Lodging and Restaurant Association.

Region II

Lara Smith proposed to award the following effective August 1, 2018:

- \$96,000 to Hells Canyon VB dba Visit Lewis Clark Valley.
- \$91,000 to the Moscow Chamber of Commerce.
 - Not funding Mead & Hunt Air Service Development Conference.
 - Not funding Sun Valley Film Festival.
 - Not funding Willamette Valley Tour/Events.
 - Not funding Farmers Market Economic Impact Study.
- \$80,000 to North Central Idaho Travel Association with 1.5% AAR.
- \$2,076 to Idaho Lodging and Restaurant Association.
- \$14,000 to Idaho Outfitters and Guides Association.
- \$2,875 to Idaho RV Campground Association.
- \$970 to Idaho Ski Areas Association.

Lara Smith motioned for Region II to accept all funding as presented and discussed. Matt Hunter seconded. **Motion approved.**

Region III

Jim Manion proposed to award the following effective August 1, 2018.

- \$1,037,685 to the Boise Convention & Visitors Bureau with 56% AAR.
- \$76,600 to the Cascade Chamber of Commerce with 56% AAR.
- \$305,308 to the McCall Area Chamber of Commerce with 57% AAR.
 - Not funding Ski Dazzle.
- \$82,350 to the Nampa Chamber of Commerce.
- \$0 to Meridian Chamber of Commerce.
- \$525,605 to the Southwest Idaho Travel Association. (SWITA).
 - \$25,250 provided to the Meridian Chamber of Commerce with \$25,000 to be used exclusively for participation in the Livability Magazine and \$250 for ICORT attendance.
- \$12,000 to the Idaho Lodging and Restaurant Association.
- \$36,000 to Idaho Outfitters and Guides Association.
- \$36,000 to Idaho RV Campground Association.
- \$30,000 to Idaho Ski Areas Association.

Doug Burnett motioned for Region III to accept all funding as presented and discussed. Rick Shaffer seconded. **Motion approved.** Jim Manion recused himself from voting for Boise Convention and Visitors Bureau.

Region IV

Shawn Barigar proposed to award the following effective August 1, 2018:

- \$377,750 to Southern Idaho Tourism with 94% AAR.
 - \$14,000 for events sponsorship to be approved by the Regional Representative and tourism staff.

- \$5,500 to Idaho Lodging and Restaurant Association.
- \$5,500 to Idaho Outfitters and Guides Association.
- \$10,625 to Idaho RV Campground Association.
- \$ 5,500 to Idaho Ski Areas Association.

Shawn Barigar motioned for Region IV to accept all funding as presented and discussed Matt Hunter seconded. Motion approved.

Region V

Matt Hunter proposed to award the following effective August 1, 2018:

- \$44,000 to Bear Lake Convention & Visitors Bureau.
- \$128,397 to Southeast Idaho High Country Tourism with 99% AAR.
- \$160,500 to the Pocatello Convention & Visitors Bureau with 95% AAR.
 - The extra \$10,000 in funds goes to the Pocatello specific brochure grant program.
- \$4,000 to the Idaho Lodging and Restaurant Association.
- \$3,000 to Idaho Outfitters and Guides Association.
- \$9,500 to Idaho RV Campground Association.
- \$3,000 to Idaho Ski Areas Association.

Matt Hunter motioned for Region V accept all funding as presented and discussed. Jim Manion seconded. Motion approved.

Region VI

Lonnie Allen proposed to award the following effective August 1, 2018:

- \$110,000 to the Teton Regional Economic Coalition with 54% AAR.
 - \$2,000 of award for marketing of value lodging properties.
- \$241,065 to the Idaho Falls Chamber of Commerce with 25% AAR.
 - Subject to award of Idaho Falls Community Grant (\$10K) awarded in November.
- \$410,000 Yellowstone Teton Territory with 36% AAR.
 - \$1,000 of award goes to marketing the Fisherman's Breakfast.
 - \$1,000 of award goes to marketing Rails to Trails.
 - \$1,000 of award goes to Ashton Chamber of Commerce Tourism Marketing.
 - \$1,000 of award goes to Island Park Chamber of Commerce Tourism Marketing.
 - ROI to be provided for each trade show attended.
- \$4,000 to the Idaho Lodging and Restaurant Association.
- \$24,000 to Idaho Outfitters and Guides Association.
- \$20,000 to Idaho RV Campground Association.
- \$12,000 to Idaho Ski Areas Association.

Lonnie Allen motioned for Region VI accept all funding as presented and discussed. Jim Manion seconded. Motion approved.

Region VII

Mike Fitzpatrick proposed to award the following effective August 1, 2018:

- \$88,250 to the Hailey Chamber of Commerce with 54% AAR.
 - PR line item funded at maximum of \$10,000.
 - Maximum funding for video production is \$10,000.
 - Not funding Eye on Sun Valley.

- \$26,000 to the Lemhi County Economic Development Association.
- \$339,000 to the Sun Valley Marketing Alliance Inc.
- \$76,994 to the Stanley-Sawtooth Chamber of Commerce.
 - Not funding Source Magazine.
 - Not funding In Room Guest Directory.
 - Max award to social media contractors of \$10,000.
- \$2,500 to the Idaho Lodging and Restaurant Association.
- \$8,260 to Idaho Outfitters and Guides Association.
- \$3,605 to Idaho RV Campground Association.
- \$11,000 to Idaho Ski Areas Association.

Lara Smith motioned for Region VII accept all funding as presented and discussed. Jim Manion seconded. **Motion approved.** Mike Fitzpatrick recused himself from voting for Idaho Ski Areas Association.

Multi-Regionals – Totals

- \$35,576 to Idaho Lodging and Restaurant Association.
- \$95,264 Idaho Outfitters and Guides Association (IOGA).
 - Contingent on confirmation of cash match.
- \$92,855 to Idaho RV Campground Association with 100% AAR.
- \$70,620 to Idaho Ski Areas Association.

TOTAL \$294,315

Lara Smith motions to award Multi Regions accept all funding as presented and discussed. Lonnie Allen seconded. **Motion approved.**

IDAPA 28.02.03 Revisions

Matt Borud led the discussion regarding the new IDAPA Revisions. These included the new Admin changes that were added as a temporary rule on March 2, 2018.

FY18 Recap / FY19 Budget Review – Matt Borud

Matt Borud recapped all the numbers regarding collections, listings, average daily rates, occupancy rates for hotels and Airbnb listings.

Tourism Development FY19 – Diane Norton

Diane Norton gave updates from the Idaho Commerce Tourism team. Diane gave the overview of the FY18 budget, and the numbers for the new FY19 budget for Idaho Tourism.

Drake Cooper Update – Jeremy Chase

Jeremy Chase presented updates to the Fall for Idaho (also the tag line) Tourism campaign. Winter media plan/Teach me to Wonder is approved. Viewed video of That Happy Family on YOUTUBE.

Future Meetings

ITC Meeting, Grant Summit, and ICORT – October 15 – 18, 2018 in Pocatello, Idaho.
ITC Meeting – January 2019

Chairwoman, Lara Smith, adjourned the meeting at 12:44 p.m.

