



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council

March 22, 2019

Boise, Idaho

Joe R. Williams Building – East Conference Room

Idaho Travel Council Members Present:

Doug Burnett (Chair), *Region I*
Rick Shaffer, (Vice-Chair), *Multi-Region*
Art McIntosh, *Region II*
Pat Morandi, *Region III*
Shawn Barigar, *Region IV*
Matthew Hunter *Region V*
Lonnie Allen, *Region VI*
Mike Fitzpatrick, *Region VII*

Commerce Staff Present:

Tom Kealey, *Director*
Matt Borud, *Marketing and Innovation Officer*
Diane Norton, *Tourism Manager*
Ewa Szewczyk, *Grants Manager*
Kathy Schofield, *Administrative Assistant I*

Welcome

Doug Burnett called meeting to order 9:05 am

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Action Item: approval of meeting minutes

Rick Shaffer motioned to approve meeting minutes.

Pat Morandi seconded the motion.

No discussion.

Motion approved.

Matt Borud - Commerce Updates

Collections update. 18 Summers trademark update. Administrative rules update.

Diane Norton - Budget Updates

Reviewed the administration and statewide marketing budgets.

Ewa Szewczyk – Grant Updates

The ITC grant bid closes April 1 by 4:00 pm. Ewa is waiting for the sine die before pushing out the Grant Handbook updates. Ewa updated the hiring process for the Grants Team analyst position.

Tourism Tour Recaps and Discussion

Region 1 – Chairman, Doug Burnett

- Chairman Burnett asked Diane to report globally.
- Biking very popular. Italians are loving the biking.
- Request to reach out to wine commission to move from June to the Fall.
- A3 (Arrivalist) embraced.

- Priest Lake has largest vintage snow mobile races in county.
- Rigotta in Sandpoint.
- Floating green and Million-dollar renovation on boats in Coeur d'Alene.
- Co-Chair, Rick Shaffer, announced Wallace does ski joering downtown with ATV's; not horses. April 20 is craft beer night in Wallace.

Region 2 – Art McIntosh

- Roadsider publication and scenic byway information is huge in the region.
- Highway 12 is on everybody's bucket list that rides motorcycles.
- Nez Perce tribe engaging to see what they can do to increase stays.
- Diane's take away from each region; how to involve chambers more.

Region 3 – Pat Morandi

- Pat thanked council for letting them host tourism tour in this region.
- Diane reviewed events in this region; Go West and Idaho Craft Beer Month.

Region 4 - Shawn Barigar and Region 7 – Mike Fitzpatrick

- For the 3rd year region 4 and region 7 held a joint meeting because Shawn Barigar and Mike Fitzpatrick want to better partner the two regions.
- Looking to add more points of interest.
- CEDA received a grant to do hospitality training. Hoping if this is done statewide, the federal government may offer a federal grant in the future.
- Mike Fitzpatrick said the Sun Valley Film Festival continues to grow.
- EPIC PASS – 7 days of skiing partnership with other ski resorts.
- May 15 to 18 Lights and Laser show at Shoshone Falls.

Region 5 – Matt Hunter

- Brew fest huge success. Pocatello has 3 breweries now.
- September 7 doing Brew Fest II.
- Lava had 425k guests last year. Talked about the potential of establishing a "Hot Springs Trail" in the region.

Region 6 - Lonnie Allen

- The 5 - hour drive for the region allows the traveler to experience fly fishing and winter snowmobiling; the strengths of the region.
- Lonnie is committed to working with Region 5 on the trade shows to leverage the marketing funds.
- ITD information spot on this year. The connector study I-15 with US 20 hope to be completed this year.

Multi regionals – Co-chair, Rick Shaffer

- Outfitters and guides – opening steelhead season were outstanding.
- Excited about Ski Idaho passport program for 6th graders.
- Idaho RV – New Executive Director
- ILRA AND Bed and Breakfast Association is coming on board.

Diane Norton stated we are boosting each regional post on EPIC IDAHO. All 7 episodes are available to binge watch and each episode have a downloadable itinerary.

BREAK

Adjourn and reconvene at 11:15 am.

Chairman, Doug Burnett welcomed everyone back.

Drake Cooper

Maria highlighted what is next with the media attributes. Cross Region Visitation.

Points of interest and what are going to be the next points of interest.

Matt Borud suggested staff get together and council members send suggestions and come up with 10 recommendations and discuss in May.

Future meetings and Closing Topics:

Chairman, Doug Burnett, reviewed dates and locations of future meetings.

May 7-8, 2019 Grant Presentations, Boise

July 29-30, 2019 Grant Awards, Twin Falls

October 21, 2019 ITC Meeting, Sun Valley

October 22 – 24, 2019 ICORT, Sun Valley

No date conflicts

PUBLIC COMMENT

Co-chair, Rick Shaffer reported great experience at Tree Fort last night and recommended everyone take advantage of the opportunity.

Action Item - Adjourn Meeting – Doug Burnett.

Shawn Barigar motioned to adjourn

Pat Morandi seconded

Chairman, Doug Burnett, adjourned meeting 12:13 pm.