Idaho Travel Council
January 23, 2019
Boise, Idaho
Joe R. Williams Building – East Conference Room

Idaho Travel Council Members Present:
Doug Burnett (Chair), Region I
Matthew Hunter (Vice Chair), Region V
Pat Morandi, Region III
Shawn Barigar, Region IV
Lonnie Allen, Region VI
Mike Fitzpatrick, Region VII

Commerce Staff Present:
Tom Kealey, Director
Matt Borud, Marketing and Innovation Officer
Diane Norton, Tourism Manager
Cherié Norris, Grants and Contracts Analyst
Ewa Szewczyk, Grants and Contracts Specialist
Kathy Schofield, Administrative Assistant I

Wednesday, January 23, 2019

Welcome and Introductions
Chairman Doug Burnett called the meeting to order at 9:05 am.
He introduced Pat Morandi, the newest member of the Idaho Travel Council representing Region III.
Remaining council members introduced themselves and the Region they represent.

Action Item: approval of meeting minutes
Shawn Barigar motioned to approve meeting minutes.
Lonnie Allen seconded the motion.
No discussion
All in favor
Motion approved

Matt Borud Administrator Updates
Matt provided a collections update, an update on the 18 Summers trademark project and an update on the administrative rule change process.

Diane Norton - Tourism Staff Roles and Budget Updates
Diane provided an update on the budget, council handbook, research and upcoming dates.

Co-op Advertising Research Ewa
Ewa reviewed the grant application schedule which closes the first of April. Grant Presentations will be May 7th and 8th at the Capitol. She presented Co-operative advertising findings from research requested in last meeting. Discussion about research findings and training of grantees going forward.
Handbook updates will be presented during March meeting. Waiting for the IDAPA Rule to be passed before sending out finalized handbook.

**Action Items: Scope Of Work Changes – Cherié Norris**
**Region 2 Hells Canyon Visitor Bureau DBA Visit Lewis Clark Valley**
Council discussed the new plans for the requested budget change.
Lonnie Allen motioned to accept changes as presented.
Shawn Barigar seconded motion.
All in favor
Motion approved.

**Region 3 Southwest Idaho Travel Association (SWIITA)**
Council discussed the purpose and the process for developing and updating mobile app.
Chairman, Doug Burnett motioned to accept changes as presented.
Lonnie Allen seconded the motion.
All in favor
Motion approved.

**Region 7 Hailey Chamber of Commerce**
Council discussed the potential and uniqueness of the Trailing of the Sheep Festival.
Mike Fitzpatrick made a motion to accept the changes as presented
Matt Hunter seconded motion.
All in favor.
Motion approved.

**Idaho Fish and Game Update – Ian Malepeai**
Ian updated everyone about the department’s revenue model, the Steelhead fishing permit issue, provided other hunting permitting information and agency news.

**Idaho Tax Commission Update – Craig Allison**
Craig Allison reviewed the updated tax reporting forms with the Council and presented updated reporting for all counties.

**Idaho Outfitters and Guides Update – Aaron Lieberman**
The new executive director of Idaho Outfitters and Guide, Aaron Lieberman, updated Council on organizations priorities and project updates

**2019 Travel Guide – Andrea Rayburn**
Andrea Rayburn presented the new and redesigned 2019 Travel Guide.

**Break at 12:05 to reconvene at 12:15**
Chairman, Doug Burnett, introduced Director Kealey. The Director gave updates on first week on the job.
**Drake Cooper Update – Jeremy Chase**
Jeremy provided an update on the prime season campaign launch.

**Drake Cooper Arrivalist Update - Maria Walker**
Maria presented the Arrivalist tool and how the information might be used for advertising decisions and to grow tourism in the state. Drake Cooper would like to find ways to make the data actionable and would like to present during the March Tourism Tour.

**Public Comment**
Cascade, McCall, Donnelly hosting dog racing the 31st and invited everyone to attend.

**Discussion Topics:**
March Tourism Tour dates are included in packets
ITC Grant Presentations will be held in the Lincoln auditorium May 7th and 8th
The July ITC Grant Awards meeting will be held in Twin Falls, July 29 and 30th.

**Action Item:** Matt Hunter would like the council to reconsider co-chairs to be one vice-chair, Rick Shaffer.
Chairman, Doug Burnett, made motion to approve.
Shawn Barigar seconded the motion.
No discussion.
All in favor.
**Motion Approved**
Shawn Barigar made motion to adjourn.
Matt Hunter seconded the motion.
**Chairman, Doug Burnett, adjourned the meeting at 1:13 pm**