



Brad Little, Governor  
Tom Kealey, Director

## **Idaho Travel Council**

July 29, 2019

Twin Falls City Hall, Council Chambers  
203 Main Ave. E., Twin Falls, Idaho

### **Idaho Travel Council Members Present:**

Doug Burnett (Chair), Region I  
Richard 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  
Mary Burke, Grants and Contracts Specialist  
Kathy Schofield, Administrative Assistant

### **Welcome and Introductions**

Chairman, Doug Burnett, called meeting to order 8:34 am.  
Introductions.

### **Action Item: Approval of Meeting Minutes**

Richard Shaffer made the motion to approve minutes.  
Matthew Hunter seconded the motion.  
All in favor. Approved.

### **Twin Falls Welcome**

Shawn Barigar

### **Director, Tom Kealey -Idaho Department of Commerce Update**

Unemployment level low. Housing and attracting business key issues.

### **Matt Borud – FY 19 Recap**

Matt reviewed year end Collections and introduced the upcoming Strategic Direction Planning for tomorrow.

### **Diane Norton – ICORT and Budgets**

Introduced ICORT Theme. Reviewed the budgets.

### **Jeremy Chase - Drake Cooper Update**

2019 Prime Campaign Update. Shoulder season campaign launches in October. 18 Summer Production update.

**BREAK until 10:30**

**Ewa Szewczyk - Grant Guidelines**

Thanked new Grant Team Member, Mary Burke. Ewa discussed the draft of the Handbook and reviewed sections she highlighted and asked the Council to review and give feedback as soon as they can.

**Ewa Szewczyk – Action Item: Scope of Work Changes**

SWITA - \$3,400.29 Re-avert the money that Meridian did not use.  
Matthew Hunter motioned to approve the Scope of Work Changes.  
Richard Shaffer seconded the motion.  
All in favor. Approved.

Hells Canyon

Move funds no longer being used \$1500 and \$3600 to digital advertising.  
Matthew Hunter motioned to approve the Scope of Work Changes.  
Richard Shaffer seconded the motion.  
All in Favor. Approved.

**Ewa Szewczyk – Tourism Grant Review and Discussion**

Ewa detailed how the Grant Process would proceed.

**Grant Discussion**

**REGION I**

**Coeur d’ Alene Convention & Visitors Bureau**

Last year they were awarded \$638,000.  
This year they requested \$750,000 with 86% AAR.  
Council discussed the Coeur d’Alene Convention & Visitors Bureau grant application.

**North Idaho Tourism Alliance (NITA)**

Last year they were awarded \$107,000.  
This year they requested \$167,667 with 82% AAR.  
Council discussed the North Idaho Tourism Alliance grant application.

**Post Falls Chamber of Commerce**

Last year they were awarded \$75,000.  
This year they requested \$80,000 with 21% AAR.  
Council discussed the Post Falls Chamber of Commerce grant application.

**Greater Sandpoint Chamber of Commerce**

Last year they were awarded \$180,000.  
This year they requested \$252,028 with 40% AAR.  
Council discussed the Greater Sandpoint Chamber of Commerce grant application.

## **REGION II**

### **Hells Canyon VB dba Visit Lewis Clark Valley**

Last year they were awarded \$96,000.

This year they requested \$96,000 with N/A AAR.

Council discussed the Hells Canyon VB dba Visit Lewis Clark Valley grant application.

### **Salmon River Chamber of Commerce**

Last year they were awarded \$0.

This year they requested \$46,942 with N/A AAR.

Council discussed the Salmon River Chamber of Commerce grant application.

### **North Central Idaho Travel Association (NCITA)**

Last year they were awarded \$80,000.

This year they requested \$80,729 with 1.5% AAR.

Council discussed the North Central Idaho Travel Association (NCITA) grant application.

### **Moscow Chamber of Commerce**

Last year they were awarded \$91,000.

This year they requested \$99,638 with N/A AAR.

Council discussed the Moscow Chamber of Commerce grant application.

## **REGION III**

### **Boise Metro Chamber of Commerce DBA Boise Convention and Visitor Bureau**

Last year they were awarded \$1,037,685.

This year they requested 1,257,775 with 57% AAR.

Council discussed the Boise Metro Chamber of Commerce DBA Boise Convention and Visitor Bureau grant application.

### **Southwest Idaho Travel Association (SWITA)**

Last year they were awarded \$525,605.

This year they requested \$643,114 with N/A AAR.

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

### **Cascade Chamber of Commerce**

Last year they were awarded \$76,600.

This year they requested \$80,250 with 56% AAR.

Council discussed the Cascade Chamber of Commerce grant application.

### **McCall Area Chamber of Commerce**

Last year they were awarded \$305,308.

This year they requested \$387,681 with 51% AAR.

Council discussed the McCall Area Chamber of Commerce grant application.

### **Nampa Chamber of Commerce**

Last year they were awarded \$82,350.

This year they requested \$115,190 with N/A AAR.

Council discussed the Nampa Chamber of Commerce grant application.

### **Lunch**

Reconvened 12:40 pm

## **REGION IV**

### **Southern Idaho Tourism (SIT)**

Last year they were awarded \$377,750.

This year they requested \$394,800 with 93% AAR.

Council discussed the Southern Idaho Tourism (SIT) grant application.

## **REGION V**

### **Bear Lake Convention & Visitors Bureau (CVB)**

Last year they were awarded \$44,000.

This year they requested \$49,000 with N/A AAR.

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

### **Southeast Idaho High Country Tourism**

Last year they were awarded \$128,397.

This year they requested \$149,500 with 70% AAR.

Council discussed the Southeast Idaho High Country Tourism grant application.

### **Pocatello Convention & Visitors Bureau (CVB)**

Last year they were awarded \$160,500.

This year they requested \$180,000 with 95% AAR.

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

## **REGION VI**

### **Yellowstone Teton Territory (YTT)**

Last year they were awarded \$410,000.

This year they requested \$475,000 with 49% AAR.

Council discussed the Yellowstone Teton Territory (YTT) grant application.

### **Idaho Falls Chamber of Commerce**

Last year they were awarded \$241,065.

This year they requested \$299,150 with 25% AAR.

Council discussed the Idaho Falls Chamber of Commerce grant application.

### **Teton Regional Economic Coalition**

Last year they were awarded \$110,000.

This year they requested \$207,352 with 40% AAR.

Council discussed the Teton Regional Economic Coalition grant application.

## **REGION VII**

### **Lemhi County Economic Development Association**

Last year they were awarded \$26,000.

This year they requested \$30,500 with N/A AAR.

Council discussed the Lemhi County Economic Development Association grant application.

### **Stanley-Sawtooth Chamber of Commerce**

Last year they were awarded \$76,994.

This year they requested \$96,805 with 33% AAR.

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

### **Sun Valley Marketing Alliance Inc.**

Last year they were awarded \$339,000.

This year they requested \$415,000 with N/A AAR.

Council discussed the Sun Valley Marketing Alliance Inc. grant application.

### **Challis Chamber (New Grantee)**

They requested \$21,910 with N/A AAR.

Council discussed the Challis Chamber grant application.

### **Hailey Chamber of Commerce**

Last year they were awarded \$88,250.

This year they requested \$89,750 with 57% AAR.

Council discussed the Hailey Chamber of Commerce grant application.

## **MULTI – REGIONALS**

### **Idaho Lodging & Restaurant Association (ILRA)**

Last year they were awarded \$35,576.

This year they requested \$59,188 with N/A AAR.

Council discussed the Idaho Lodging & Restaurant Association (ILRA) grant application.

### **Idaho Outfitters and Guides (IOGA)**

Last year they were awarded \$95,264.

This year they requested \$140,190 with N/A AAR.

Council discussed the Idaho Outfitters and Guides (IOGA) grant application.

### **Idaho RV Campgrounds Association (IRVCA)**

Last year they were awarded \$92,855.

This year they requested 98,580 with 100% AAR.  
Council discussed the Idaho RV Campgrounds Association (IRVCA) grant application.

**Idaho Ski Areas Association (ISAA)**

Last year they were awarded \$70,620.

This year they requested \$88,000 with N/A AAR.

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

Richard Shaffer motioned to adjourn.

Matthew Hunter seconded the motion.

All in Favor.

Doug Burnett, Chair, adjourned the meeting at 2:31 pm.

**July 30, 2019**  
**Twin Falls City Hall, Council Chambers**  
**203 Main Ave. E., Twin Falls, Idaho**

<b>Idaho Travel Council Members Present</b>	<b>Commerce Staff Present</b>
Doug Burnett (Chair) Region I	Tom Kealey, Director
Richard Shaffer, (Vice-Chair), Multi-Region	Matt Borud, Marketing and Innovation Officer
Art McIntosh, Region II	Diane Norton, Tourism Manager
Pat Morandi, Region III	Ewa Szewczyk, Grants Manager
Shawn Barigar, Region IV	Mary Burke, Grand and Contracts Specialist
Matthew Hunter, Region V	Kathy Schofield, Administrative Assistant
Lonnie Allen, Region VI	
Mike Fitzpatrick, Region VII	

**Welcome and Introductions**

Doug Burnett Called the Meeting to Order at 8:30 am.

**Tourism Grant Review and Discussion (Continued)**

No further discussion moved on to Grant Awards.

**Grant Awards**

**Region I**

**Doug Burnett motioned to award the following effective August 1, 2019:**

- \$715,000.00 to Coeur d'Alene Visitors Bureau with 86% AAR. Contingency friends of the Coeur d'Alene trail will be funded through this grant.
- \$205,000.00 to Greater Sandpoint Chamber of Commerce with 40% AAR.
- \$108,000.00 to the North Idaho Tourism Alliance (NITA) with 82% AAR.
- \$75,500.00 to Post Falls Chamber of Commerce with 21% AAR.
- \$6,500.00 to the Idaho Lodging & Restaurant Association (ILRA) no contingencies.
- \$5,000.00 to the Idaho Outfitters and Guides Association (IOGA).
- \$11,969.00 to Idaho RV Campgrounds Association (IRVCA).
- \$10,000.00 to Idaho Ski Areas Association (ISAA).

Shawn Barigar seconded the motion.

Richard Shaffer abstained from voting.

All in Favor.

Approved.

**Region IV**

**Shawn Barigar motioned to award the following effective August 1, 2019:**

- \$389,790.00 to Southern Idaho Tourism (SIT) with 93% AAR.
- \$2,500.00 to Idaho Lodging & Restaurant Association (ILRA).
- \$5,000.00 to Idaho Outfitters & Guides Association (IOGA).

- \$8,000.00 to Idaho RV Campgrounds Association (IRVCA).
- \$5,000.00 to Idaho Ski Areas Association (ISAA).

Doug Burnett seconded the motion.

All in Favor.

Approved.

## **Region V**

**Matthew Hunter motioned to award the following effective August 1, 2019:**

- \$47,000.00 to Bear Lake Convention & Visitors Bureau (CVB) with N/A AAR.
- \$137,174.00 to Southeast Idaho High Country Tourism with 70% AAR.
- \$170,800.00 to Pocatello Convention & Visitors Bureau (CVB) with 95% AAR.
- \$4,000.00 to Idaho Lodging & Restaurant Association (ILRA).
- \$3,000.00 to Idaho Outfitters & Guides Association (IOGA).
- \$9,500.00 to Idaho RV Campgrounds Association (IRVCA).
- \$3,200.00 to Idaho Ski Areas Association (ISAA).

Richard Shaffer seconded the motion.

All in Favor.

Approved.

## **Region VI**

**Lonnie Allen motioned to award the following effective August 1, 2019:**

- \$290,000.00 to Idaho Falls Chamber of Commerce with 25% AAR, subject to verification of community match.
- \$157,000.00 to Teton Regional Economic Coalition with 40% AAR, Ashton \$1,790.20 and Island Park Chamber \$2,000.00.
- \$461,844.00 to Yellowstone Teton Territory (YTT) with 49% AAR.
- \$1,000.00 to Idaho Lodging & Restaurant Association (ILRA).
- \$19,000.00 to Idaho Outfitters & Guides Association (IOGA).
- \$15,000.00 to Idaho RV Campgrounds Association (IRVCA).
- \$1,000.00 to Idaho Ski Areas Association (ISAA).

Shawn Barigar seconded the motion.

All in Favor.

Approved.

## **Region VII**

**Mike Fitzpatrick motioned to award the following effective August 1, 2019:**

- \$85,250.00 to the Hailey Chamber of Commerce with 57% AAR, subject to verification of community match.
- \$26,500.00 to Lemhi County Economic Development Association with N/A AAR.



- \$79,000.00 to Stanley-Sawtooth Chamber of Commerce with 33% AAR.
- \$405,526.00 to Sun Valley Marketing Alliance Inc. with N/A AAR.
- \$6,910.00 to Challis Chamber with N/A AAR.
- \$2,500.00 to Idaho Lodging & Restaurant Association (ILRA).
- \$10,000.00 to Idaho Outfitters & Guides Association (IOGA).
- \$4,200.00 to Idaho RV Campgrounds Association (IRVCA).
- \$14,000.00 to Idaho Ski Areas Association (ISAA).

Richard Shaffer seconded the motion.

All in Favor.

Approved.

### **Region III**

**Pat Morandi motioned to award the following effective August 1, 2019:**

- \$1,144,258.00 to Boise Metro Chamber of Commerce DBA Boise Convention and Visitor Bureau with 57% AAR.
- \$79,000.00 to Cascade Chamber of Commerce with 56% AAR.
- \$329,735.00 to McCall Area Chamber of Commerce with 51% AAR.
- \$90,000.00 to Nampa Chamber of Commerce with N/A AAR.
- \$570,458.00 to Southwest Idaho Travel Association (SWITA) with N/A AAR.
- \$12,000.00 to Idaho Lodging & Restaurant Association (ILRA).
- \$36,000.00 to Idaho Outfitters & Guides Association (IOGA).
- \$35,000.00 to Idaho RV Campgrounds Association (IRVCA).
- \$30,000.00 to Idaho Ski Areas Association (ISAA).

Matthew Hunter seconded the motion.

All in Favor.

Approved.

### **Region II**

**Art McIntosh motioned to award the following effective August 1, 2019:**

- \$99,000.00 to Hells Canyon VB dba Visit Lewis Clark Valley with N/A AAR.
- \$99,638.00 to Moscow Chamber of Commerce with N/A AAR.
- \$94,068.00 to North Central Idaho Travel Association (NCITA) with 1.5% AAR and \$10,000.00 earmarked for Salmon River Chamber.
- \$2,200.00 to Idaho Lodging & Restaurant Association (ILRA).
- \$15,000.00 to Idaho Outfitters & Guides Association (IOGA).
- \$3,250.00 to Idaho RV Campgrounds Association (IRVCA).
- \$1,000.00 to Idaho Ski Areas Association (ISAA).

Richard Shaffer seconded the motion.

All in Favor.

Approved.

## **Multi-Region**

**Matthew Hunter motioned to award the following effective August 1, 2019:**

- \$30,700.00 to Idaho Lodging & Restaurant Association (ILRA) with N/A AAR.

Lonnie Allen seconded the motion.

Doug Burnett and Rick Shaffer abstained from voting.

All in Favor.

Approved.

**Richard Shaffer motioned to award the following effective August 1, 2019:**

- \$93,000.00 to Idaho Outfitters & Guides Association (IOGA) with N/A AAR, subject to confirmation of RFP \$35,000.

Matthew Hunter seconded the motion.

All in Favor.

Approved.

**Richard Shaffer motioned to award the following effective August 1, 2019:**

- \$86,919.00 to RV Campground Association (IRVCA) with 100% AAR.

Shawn Barigar seconded the motion.

All in Favor.

Approved.

**Richard Shaffer motioned to award the following effective August 1, 2019:**

- \$64,200.00 to Idaho Ski Areas Association (ISAA) with N/A AAR.

Lonnie Allen seconded the motion.

Matthew Hunter and Mike Fitzpatrick abstained from voting.

All in Favor.

Approved.

Diane Norton announced the Idaho Conference and Recreation and Tourism (ICORT) is scheduled October 22 – 23, 2019 in Sun Valley Idaho with the ITC Meeting October 24, 2019.

**Break 9:17 am and reconvened 9:36 am.**

Matt Borud introduced Abbey Louie from Mintify to conduct Strategic Direction Development. Abbey Louie stated Idaho gives 45% of collections to Grantees. In two-years we will be a 15 or 16-million-dollar program. The purpose of the next 3 meetings:

Tourism Industry Vision  
Grant Program Purpose  
Communications Process

**Working Lunch 12:00 pm – 12:30 pm.**

Abbey Louie continued the Strategic Direction Development and lead discussions about the Purpose of the Grant Program.

**Break 2:10 pm – 2:25 pm.**

Matt Borud spoke about State Strategy. Abbey Louie continued the Strategic Direction Development discussion addressing goals and priorities. She asked the Council to individually come up with 3 priorities. A lively discussion ensued about improving communication.

Richard Shaffer made a motion to adjourn.

Pat Morandi seconded the motion.

All in Favor.

Doug Burnett, Chair, adjourned the meeting at 4:07 pm.