

Idaho Travel Council Special Meeting
Wednesday, May 27, 2020 | 9:00 am to 1:00 pm
Teleconference - Boise

Idaho Travel Council Members Present	Commerce Staff Present
T- Richard Shaffer, (Chair) Multi-Region	T- Tom Kealey, Director
T- Mike Fitzpatrick, (Vice-Chair) Region VII	T- Matt Borud, Marketing and Innovation Officer
T- Kayoko Magnus, Region I	T- Diane Norton, Tourism Manager
T- Art McIntosh, Region II	T- Ewa Szewczyk, Grants Manager
T- Pat Morandi, Region III	T- Holly Stevenson, Grants
T- Shawn Barigar, Region IV	T- Tina Caviness, Analyst Associate
T- Matthew Hunter, Region V	T- Laurie McConnell, Sr. Public Information Officer
T- Lonnie Allen, Region VI	T- Nancy Richardson, Sr. Tourism Specialist
	T- Amy Alpers, Tourism Specialist
	T- Andrea Rayburn, Tourism Specialist
T - Teleconference	T- Cristin Wondergem, Tourism Specialist

Richard Shaffer, Chair called meeting to order at 9:02 am

Welcome and Introductions – Rick Shaffer, Chair

Richard Shaffer, Chair

Approval of meeting minutes

Action item

May 7, 2020 Meeting Minutes – Richard Shaffer, Chair

Motion: Shawn Barigar

Seconded: Matt Hunter

All in Favor: Yes

Motion approved

May 8, 2020 Meeting Minutes – Richard Shaffer, Chair

Motion: Matt Hunter

Seconded: Lonnie Allen

All in Favor: Yes

Motion approved

Updates and Budget Review

Matt Borud –

- Collections
- Impact Projections
- Regional Projections
- ONE Idaho
- Support Local Gems

Scope of Work Changes

Action item

Ewa Szewczyk –
Idaho Lodging & Restaurant Association
Motion: Matt Hunter
Seconded: Pat Morandi
All in Favor: Yes
Motion approved

ITC Region 1 – 7 and Multi-Regional Feedback

Richard Shaffer, Chair - Reverting 2019 Grant Funds

Region 1 - Kayoko Magnus

- Email campaign next spring, outdoor emphasis
- Messaging we are open and running

Region 2 - Art McIntosh

- NCITA issues, getting communities onboard
- Reverting funds

Diane Norton – Make the board a little more robust

Shawn Barigar – How to better collaborate in that region

Region 3 - Pat Morandi

- Clarification on reverting and extending funds

Region 4 - Shawn Barigar

- Extension and policy
- Reversions

Region 5 - Matt Hunter

- Reversions need to be part of the grantee's plan
- Collaboration with High Country Tourism and Lava Hot Springs Chamber

Region 6 - Lonnie Allen

- Explanation in layman's terms for reverting funds
- Goal number for reverting funds
- Find the balance in marketing dollars that need to be reverted

Region 7 – Mike Fitzpatrick

- City funding dropping
- This year's grant will not be the same next year
- Cautious approach to opening

Multi-Regional – Richard Shaffer

- Reverting funds
- Collaboration

New Business

Richard Shaffer, Chair –

July meeting – Add an action plan to discuss reversions, dates and timelines. Reversion policy – consistency. Create a color graph to understand the year, dates and timeline for grant funds and reversions.

ITC Meeting in Island Park – July 27-28, 2020
ICORT – October 19-21, 2020
ITC meeting Oct. 22, 2020

Adjourn Meeting

Rick Shaffer, Chair adjourned meeting 10:59 pm

Motion: Lonnie Allen

Seconded: Shawn Barigar

All in favor: Yes

Motion approved

Action item