

**Idaho Travel Council Virtual Meeting**  
 Friday, October 23, 2020  
 9:00 am – 12:00 pm MDT (8:00-11:00 a.m. PDT)

Join Zoom Meeting  
<https://us02web.zoom.us/j/87098476580>  
 Meeting ID: 870 9847 6580  
 (253) 215-8782 or (346) 248-7799

Idaho Travel Council Members Present	Commerce Staff Present
A- 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
A - Absent	T- Andrea Rayburn, Tourism Specialist
T- Telecommute	T- Cristin Wondergem, Tourism Specialist

**Welcome and Introductions**

Vice Chair Mike Fitzpatrick called the meeting to order 9:02 am

**Approval of July 2020 meeting minutes**

Action Item

Matt Hunter made the motion to approve minutes.

Seconded – Pat Morandi

All in Favor - Yes

Approved

**Idaho Department of Commerce Update**

Director, Tom Kealey

- Thank you to the Tourism Team and Council
- Business growth and expansion
- International Trade
- Cares Act
- Broadband
- COVID-19
- ONE Idaho
- Any help from Council and Grantees with outreach for broadband appreciated

## **Program and Collections Update**

Matt Borud

- FY 21 Collections
- Recent Lodging Collections
- Regional Highlights
- STR Census
- AirDNA Listings
- STR & AirDNA Occ. Percentage
- STR & AirDNA ADR \$
- STR & AirDND RevPAR \$
- YTD comparison to Competitors
- Insights on Business Travel

## **Madden Media Update**

Dan Janes & Addy Coleman

- Weekly Travel spending
  - Idaho leading the nation in visitor spending
- Fall 2020 Tourism Marketing Campaign
- Media Attributed Arrivals
- Website Traffic Sources
- Travel Guide Conversions
- Winter Campaign
- Update on New Website
  - Reimagined user journey experience
- Scenic Byways
- Mountain Biking Campaign
- 2021 Visitor Guide

## **Red Sky Update**

Jessica Flynn

- FY 21 Outreach
  - Freelance Journalists & Drive Market
- FY 21 Themes
  - Hot Springs
  - Winter Recreation & Family Travel
- Roadtrips
- Virtual Media Tours
- International Outreach
  - Brand USA Virtual Global Marketplace
  - Great American West
- State of Idaho Industry Report Data
- Capitalize on New Flight Markets

## **Grant Update**

Ewa Szewczyk

- Strategic Initiatives
- Spend to Date Reports
- 2019 ITC Grantee Spend / Regional Balances
- Scope of Work Changes
- New Monitoring Email Notification to Grantees
- Narrative Report Changes

## **Idaho Lodging & Restaurant Assoc. Update**

Pam Eaton

- Madden Media rebuilding website
- Comparison of new and old website design changes
- Website production schedule
- Website launch in early February

## **Other Discussion**

Vice Chair Mike Fitzpatrick

### **Vote for ITC Chair 2021**

Shawn Barigar made the motion to elect Mike Fitzpatrick

Seconded – Matt Hunter

All in Favor - Yes

Approved

Action Item

### **Vote for ITC Vice Chair 2021**

Matt Hunter made the motion to elect Pat Morandi

Seconded – Shawn Barigar

All in Favor - Yes

Approved

Action Item

Recognitions:

Governor's Lifetime Achievement Award on Recreation & Tourism: John May

Idaho Travel Council six years of service:

Matt Hunter and Rick Shaffer

## **Future Meetings**

January ITC meeting - Virtual

Date: January 26, 2020; 9 am to Noon

Shawn Barigar made the motion to approve ITC meeting date

Seconded - Pat Morandi

All in Favor - Yes

Approved

Action Item

**Adjourn Meeting**

Motioned to adjourn – Matt Hunter

Seconded – Art McIntosh

All in favor - Yes

Chairman, Mike Fitzpatrick, adjourned meeting 11:37 am

Action Item