



Brad Little, Governor  
Tom Kealey, Director

### Idaho Travel Council Virtual Meeting

Thursday, March 18, 2021  
9:00 a.m.-12:00 pm (Mountain Time)  
8:00 a.m.-11:00 a.m. (Pacific Time)  
Join Zoom Meeting

<https://us02web.zoom.us/j/3288596363?pwd=N0lieFpwdFpGN0NhM1RITFc2UGN1UT09>

#### Public Meeting Location:

Len B. Jordan Bldg., 650 W. State Street, Boise, in the basement, across from the cafeteria, conference room 09. Please note: Seating is limited, only 9 seats are available, seating is first come first serve, contact [Diane Norton](#) to reserve a seat. The public is encouraged to participate via ZOOM.

| Time       | Topic                               | Lead                      | Notes       |
|------------|-------------------------------------|---------------------------|-------------|
| 9:00 a.m.  | Call to Order and Introductions     | Mike Fitzpatrick, Chair   |             |
|            | Approval of January Meeting Minutes |                           | Action Item |
| 9:10 a.m.  | Idaho Department of Commerce Update | Director Tom Kealey       |             |
| 9:20 a.m.  | Program and Collections Update      | Matt Borud                |             |
| 9:45 a.m.  | Madden Media Update                 | Dan Janes<br>Addy Coleman |             |
| 10:15 a.m. | Red Sky Update                      | Jessica Flynn             |             |
| 10:45 a.m. | Grant Updates                       | Ewa Szewczyk              | Action Item |
| 11:15 a.m. | Other Discussion                    | Mike Fitzpatrick, Chair   |             |
| 11:45 a.m. | Future Meetings                     | Mike Fitzpatrick, Chair   |             |
| 12:00 p.m. | Meeting Adjourn                     | Mike Fitzpatrick, Chair   | Action Item |