



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council Meeting
Monday, July 26, 2021 | 9:00 am to 5:00 pm (PDT)
Hells Canyon Grand Hotel
621 21st Street, Lewiston, Idaho 83501

Attend ITC meeting in person or Join via Zoom
<https://us02web.zoom.us/j/83396039510?pwd=NmFKa0UvV3EyNDZwT2NjZ25iSlZmZz09>
Dial: (346) 248-7799 or (669) 900-6833
Meeting ID: 892 5851 1858 Passcode: 656457

Idaho Travel Council Members Present	Commerce Staff Present
X- Earl Sullivan, Multi-Region	T- Tom Kealey, Director
Mike Fitzpatrick, (Chair) Region VII	Matt Borud, Marketing and Innovation Officer
Kayoko Magnus, Region I	Diane Norton, Tourism Manager
Art McIntosh, Region II	Ewa Szewczyk, Grants Manager
Pat Morandi, (Vice-Chair) Region III	Holly Stevenson, Grants
Shawn Barigar, Region IV	T- Tina Caviness, Analyst Associate
Jeffery Glissendorf, Region V	T- Laurie McConnell, Sr. Tourism Communications Specialist
Lonnie Allen, Region VI	Nancy Richardson, Sr. Tourism Specialist
	T- Andrea Rayburn, Tourism Specialist
X - Not attending	T- Cristin Wondergem, Tourism Specialist
T - Teleconference	

Mike Fitzpatrick, Chair called meeting to order at 9:00 am

Welcome & Introductions

Welcome ITC, Tourism team and participants.

Approval of Meeting Minutes

Action item

May Meeting Minutes – Mike Fitzpatrick, Chair

Motion: Pat Morandi

Seconded: Art McIntosh

All in Favor

Motion approved

Region 2 Welcome

Art McIntosh

Welcome to Region 2

Tourism Impacts in the Lewis & Clark Valley

Michelle Peters

- Funding Sources
- Visitor Information Centers
- Tourism Impacts our Economy

- Tourism is Economic Development
- Cruise Ship Industry
- Visitors toured Hells Canyon
- Lewiston Airport now has Delta and United flights
- Marketing/Advertising

Commerce update

Director Tom Kealey

- Fiscal '21 and '22
- Tourism is the third largest industry in Idaho
- Driggs and Victor for Capitol for a Day
- Challenges for staff and housing for employers
- Broadband
- Federal Stimulus. Funds and investments in Idaho's future
- Income Tax rebate
- Hospitality challenges for Idahoans, business', tourism with housing and employees

Program and Collections Update

Matt Borud

- FY21 Final Numbers
- Idaho Lodging Tax
- Regional Lodging Tax
- Idaho Lodging Metrics
- Regional Room Revenue
- Comp Set Room Revenue
- Available Vacation Rentals
- Idaho Vacation Rental Metrics

Madden Media Update

Dan Janes and Addy Coleman

- Marketing Services Update
- Travel Recovery
- Visit Idaho Summer Campaigns
- Campaign Strategy
 - Activity videos
- Performance at a Glance
- Competition increasing
- Visitor Intelligence
- Fall for Idaho 2021
 - Campaign Strategy
- Idaho's 31 Scenic Byways
 - Campaign Strategy
- Recreate Responsibly

Red Sky Update

Julie Chigbrow

- Initiatives: Desksides

- Initiatives: Inside Track Newsletter
- FY21 Media Coverage
- Coverage of Note
- Content: International
- Content Initiative: Scavenger Hunt
- Direct Flight Media Missions
- Refine & Elevate Tracking & Reporting

Grant updates

Ewa Szewczyk

- 2020 Monitoring Updates
- Process Update
- Scope of Work Change Report
- Training Webinars
- Available Funds by Region
- 2021 ITC Grant Awards

Tourism Grant Review & Discussion

Ewa Szewczyk

Adjourn Meeting

Mike Fitzpatrick, Chair adjourned meeting 3:45 pm

Motion: Art McIntosh

Seconded: Pat Morandi

All in favor

Motion approved

Action item