



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council
Tuesday, July 27, 2021 | 9:00 am to 12:00 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 8:57 am

Welcome & Introductions

Welcome ITC, Tourism team and participants. Special guest Governor Brad Little.

Q&A with Governor Brad Little

Tourism Grant Review & Discussion (Cont.)

Ewa Szewczyk

IRVCA - Review & Discussion

Jeannie Bixby

- Status of the organization

Grant Awards

Region I

Kayoko Magnus motioned to award the following effective August 1, 2021:

- \$140,000.00 North Idaho Tourism Alliance (NITA) with 100% AAR. Contingency:
Updated budget

- \$1,000,000.00 Coeur d'Alene Convention & Visitors Bureau (CVB) with 86% AAR. Contingency: Updated budget
- \$90,000.00 Post Falls Chamber of Commerce with 21% AAR. Contingency: Updated budget
- \$234,000.00 Greater Sandpoint Chamber of Commerce with 59% AAR Contingency: Updated budget

Seconded – Jeffery Glissendorf
 All in Favor
 Approved

Action Item

Region II

Art McIntosh motioned to award the following effective August 1, 2021:

- \$143,000.00 Visit Lewis Clark Valley with 0% AAR. Contingency: Updated budget
- \$70,000.00 North Central Idaho Travel Assoc (NCITA) with 0% AAR
- \$121,676.32 Moscow Chamber of Commerce with 0% AAR. Contingency: Updated budget

Seconded – Pat Morandi
 All in Favor
 Approved

Action Item

Region III

Pat Morandi motioned to award the following effective August 1, 2021:

- \$1,220,492.00 Boise Metro Chamber of Commerce (BMCC) with 63% AAR. Contingency: Updated budget
- \$71,334.00 Cascade Chamber of Commerce with 74% AAR
- \$140,080.00 Nampa Chamber of Commerce with 25% AAR
- \$366,502.84 McCall Area Chamber of Commerce & Visitors Bureau with 53% AAR
- \$558,345.00 Southwest Idaho Travel Assoc (SWITA) with 0% AAR. Contingencies: Meridian Chamber to receive \$35,000 & updated budget

Seconded – Art McIntosh
 All in Favor
 Approved

Action Item

Region IV

Shawn Barigar motioned to award the following effective August 1, 2021:

- \$451,731.85 Southern Idaho Tourism (SIT) with 96% AAR. Contingency: Updated budget

Seconded – Art McIntosh
 All in Favor
 Approved

Action Item

Region V

Jeffery Glissendorf motioned to award the following effective August 1, 2021:

- \$173,522.00 Southeast Idaho High Country Tourism with 69% AAR
- \$259,478.00 Greater Pocatello Convention & Visitors Bureau with 100% AAR
- \$49,000.00 Bear Lake Valley Convention and Visitor Bureau with 0% AAR

Seconded – Shawn Barager

Action Item

All in Favor

Approved

Region VI

Lonnie Allen motioned to award the following effective August 1, 2021:

- \$630,127.61 Yellowstone Teton Territory (YTT) with 89% AAR. Contingency: \$50k in Freemont Co Island Park area promotion
- \$447,900.00 Greater Idaho Falls Chamber of Commerce with 25% AAR. Contingency: Scope of work change & visitor center promotion
- \$191,106.24 Teton Regional Economic Coalition Inc (TREC) with 61% AAR
- \$5,500.00 Idaho Ski Areas Assoc (ISAA)
- \$40,217.85 Idaho Outfitters & Guides Assoc (IOGA)
- \$15,784.85 Idaho Lodging & Restaurant Assoc (ILRA)
- \$16,667.15 Idaho RV Campgrounds Assoc (IRVCA)
 - Contingency for funding based upon expending funds and providing, proof of website, fulfillment, printing of guide and grant closed.

Seconded – Pat Morandi

Action Item

All in Favor

Approved

Region VII

Mike Fitzpatrick motioned to award the following effective August 1, 2021:

- \$131,645.84 Hailey Chamber of Commerce Inc with 54% AAR.
- \$27,117.99 Lemhi County Economic Development Assoc (LCEDA) with 0% AAR
- \$103,000.00 Stanley-Sawtooth Chamber of Commerce with 0% AAR.
- \$12,894.00 Challis Chamber of Commerce with 20% AAR
- \$380,000.00 Sun Valley Marketing Alliance Inc with 0% AAR. Contingency: Updated budget

Seconded – Pat Morandi

Action Item

All in Favor

Approved

Multi-Region

- \$88,000.00 Idaho Ski Areas Association (ISAA) with 0% AAR

- \$122,586.00 Idaho Outfitters & Guides Association (IOGA) with 22% AAR.
- \$63,190.00 to Idaho Lodging & Restaurant Assoc (ILRA) with 0% AAR.
- \$89,545.00 to RV Campground Association (IRVCA) with 0% AAR. Contingencies: Proof of website, printing, & fulfillment by August 31st. Completion of 2020 grant by September 30th. Updated scope of work on current application.

ILRA contingencies Action Item
 Motion: Shawn Barigar
 Seconded: Kayoko Magnus
 All in Favor
 Approved

Multi Regional awards Action Item
 Motion: Pat Morandi
 Second: Art McIntosh
 All in Favor
 Approved

Other Discussion

Mike Fitzpatrick, Chair
 Review ITC Strategic Plan & Priorities for 2020-2022

Future Meetings

Idaho Conference on Recreation and Tourism, October 2021
 ITC Meeting, January 2022

Adjourn Meeting

Mike Fitzpatrick, Chair adjourned meeting 12:00 pm
 Motion: Art McIntosh
 Seconded: Lonnie Allen
 All in favor
 Motion approved

Action item