



Brad Little, Governor  
Tom Kealey, Director

### Idaho Travel Council Meeting

March 16, 2023 | 1:00 p.m. - 3:00 p.m. (Mountain Time)

12:00 p.m.-2:00 p.m. (Pacific Time)

Sawtooth Conference Room at Idaho Department of Commerce

700 West State Street Boise, ID 83702

Please join Zoom Meeting

<https://us06web.zoom.us/j/88449685299?pwd=TKljRVBuNE5TOVNvTVBoOWsxETMUT09>

Meeting ID: 884 4968 5299

Passcode: 041051

Idaho Travel Council Members Present	Commerce Staff Present
Earl Sullivan, Multi-Region - T	Jeremy Chase, Marketing & Innovation Administrator-T
Kayoko Magnus, Region I - T	Diane Norton, Tourism Manager – T
Art McIntosh, (Vice Chair) Region II - T	Ewa Szewczyk, Grants Manager – T
Pat Morandi, Region III - T	Alexis Malcomb, Grants & Contracts Officer – T
Jeffery Glissendorf, Region V - T	Laurie McConnell, Sr. Public Information Officer – T
Lonnie Allen, (Chair) Region VI - T	Nancy Richardson, Sr. Tourism Specialist – T
Tim Johnson, Region VII - Absent	Andrea Rayburn, Tourism Specialist – T
Shawn Barigar, Region IV - T	Katie Pegan, Tourism Specialist – T
	Cristin Wondergem, Tourism Specialist – T
T - Teleconference	Tina Caviness, Analyst Associate - T

Lonnie Allen, Chair called meeting to order at 1:00 p.m.

#### Welcome

Welcome ITC, Tourism team and participants.

#### Approval of Meeting Minutes

February ITC Meeting – Lonnie Allen, Chair

Action item

Motion: Art McIntosh

Seconded: Jeffery Glissendorf

All in Favor

Motion approved

#### ITC Grantee Handbook Discussion – Updates/Concerns/Sponsorships

Ewa Szewczyk

Action item

Motion: Shawn Barigar motioned to send survey on sponsorships that includes the language; what are “good” sponsorships, what are “bad” sponsorships, and how do you measure success.

Seconded: Art McIntosh

All in Favor

Motion approved

Action item

Motion: Earl Sullivan motioned to send a survey on drive market/recreate responsibly/travel with care for more determinations on how these funds are already being used and where they need guidance.

Seconded: Pat Morandi  
All in Favor  
Motion approved

**Statewide/Regional Lodging Updates**

Jeremy Chase

**ITC Tourism Tours Feedback**

Lonnie Allen, Chair

**Public Comment and Other Discussion**

Lonnie Allen, Chair

**Future Meetings and Locations**

May 4-5: ITC Grant Presentations in Boise, via ZOOM

July 27–28: ITC Grant Awards, TBD

October 16-18: ICORT, Lewiston

October 16: ITC Fall Meeting, Lewiston

**Adjourn Meeting**

Lonnie Allen, Chair adjourned meeting 3:00 p.m.

Motion: Art McIntosh

Seconded: Kayoko Magnus

All in favor

Motion approved

Action item