



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council Meeting

Wednesday, February 7, 2024
Inn at 500 Capitol, 500 S Capitol Blvd, Boise, ID
9:00 a.m. - 5:00 p.m. (Mountain Time)

| Idaho Travel Council Members Present | Commerce Staff Present |
|--------------------------------------|---|
| Earl Sullivan, Multi-Region | Tom Kealey, Director |
| Kayoko Magnus, (Vice Chair) Region I | Jeremy Chase, Marketing & Innovation Administrator |
| Vacant, Region II | Diane Norton, Tourism Manager |
| Pat Morandi, Region III | Ewa Szewczyk, Grants Manager |
| Shawn Barigar, (Chair) Region IV | Alexis Malcomb, Grants & Contracts Officer |
| Crystal Nelson, Region V | Nancy Richardson, Sr. Tourism Specialist |
| Vacant, Region VI | Laurie McConnell, Sr. Public Information Specialist |
| Mike Fitzpatrick, Region VII | Katie Pegan, Tourism Specialist |
| | Andrea Rayburn, Tourism Specialist |
| | Cristin Wondergem, Tourism Specialist |
| | Andres Womack, Tourism Specialist |
| T - Teleconference | Tina Caviness, Analyst Associate |

Shawn Barigar, Chair called meeting to order at 9:00 a.m.

Welcome

Welcome ITC, Tourism team and participants.

Approval of Meeting Minutes

October Meeting – Shawn Barigar, Chair

Motion: Earl Sullivan

Action item

Seconded: Mike Fitzpatrick

All in Favor

Motion approved

Confirmation of October Vote for ITC Chair and Vice Chair

Shawn Barigar, Chair

Kayoko Magnus, Vice Chair

Motion: Kayoko Magnus

Action item

Seconded: Earl Sullivan

All in Favor

Motion approved

Commerce Update

Tom Kealey, Director

Tourism Update

Jeremy Chase

Resident Study Update

Anna Blount

Legislative Update

Pam Eaton

Boise Airport Update

Rebecca Hupp

Visit Boise Update

Carrie Westergard

Red Sky Update

Julie Chigbrow

Madden Media Update

Addy Coleman

Grant Updates/Possible Changes

Ewa Szewczyk/Alexis Malcomb

No Motion: Hold over for next day

Other Discussion

Shawn Barigar, Chair

Lunch

Reconvene and Introductions

Shawn Barigar, Chair

ITC Strategic Planning Session

Abbey Louie

Adjourn Meeting

Shawn Barigar, Chair adjourned meeting 4:30 p.m.

Motion: Pat Morandi

Seconded: Kayoko Magnus

All in favor

Motion approved

Action item



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council Meeting ITC Strategic Planning Session

Thursday, February 8, 2024
Inn at 500 Capitol, 500 S Capitol Blvd, Boise, ID
9:00 a.m. - 12:00 p.m. (Mountain Time)

| Idaho Travel Council Members Present | Commerce Staff Present |
|--------------------------------------|---|
| Earl Sullivan, Multi-Region | Tom Kealey, Director |
| Kayoko Magnus, (Vice Chair) Region I | Jeremy Chase, Marketing & Innovation Administrator |
| Vacant, Region II | Diane Norton, Tourism Manager |
| Pat Morandi, Region III | Nancy Richardson, Sr. Tourism Specialist |
| Shawn Barigar, (Chair) Region IV | Laurie McConnell, Sr. Public Information Specialist |
| Crystal Nelson, Region V | Katie Pegan, Tourism Specialist |
| Vacant, Region VI | Andrea Rayburn, Tourism Specialist |
| Mike Fitzpatrick, Region VII | Cristin Wondergem, Tourism Specialist |
| | Andres Womack, Tourism Specialist |
| T - Teleconference | Tina Caviness, Analyst Associate |

ITC Strategic Planning Session – Cont’d

Abbey Louie

Approve Changes to Strategic Plan

Shawn Barigar, Chair

No Motion: Hold over for March ITC meeting

Grant Updates/Possible Changes

Shawn Barigar, Chair

No Motion: Hold over for March ITC meeting

Other Discussion

Shawn Barigar, Chair

Virtual Tourism Tours – March 6 & 14, 2024

Virtual ITC Meeting – March 26, 2024

Discussion for July 30-31, 2024, ITC Meeting to be held in Northern Idaho. No final decision was made.

Adjourn Meeting

Shawn Barigar, Chair adjourned meeting 10:30 p.m.

Motion: Kayoko Magnus

Seconded: Mike Fitzpatrick

All in favor

Motion approved

Action item