



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council Meeting
Thursday, July 27, 2023 | 9:00 am to 5:00 pm
Tamarack Resort - Fern & Feather Room

Idaho Travel Council Members Present	Commerce Staff Present
Earl Sullivan, Multi-Region	Tom Kealey, Director
Mike Fitzpatrick, Region VII	Jeremy Chase, Marketing and Innovation Administrator
Kayoko Magnus, Region I	Diane Norton, Tourism Manager
Art McIntosh, (Vice Chair) Region II	Ewa Szewczyk, Grants Manager
Pat Morandi, Region III	Alexis Malcomb, Grants & Contracts Officer
Shawn Barigar, Region IV	Laurie McConnell, Sr. Public Information Specialist
Crystal Nelson, Region V – not present	Nancy Richardson, Sr. Tourism Specialist
Lonnie Allen, (Chair) Region VI	Katie Pegan, Tourism Specialist
	Andrea Rayburn, Tourism Specialist
	Andre Womack, Tourism Specialist

Lonnie Allen, Chair called meeting to order at 9:05 a.m.

Welcome

Welcome ITC, Tourism team and participants.

Approval of May 4-5 Meeting Minutes

Action item

May Meeting – Lonnie Allen, Chair

Motion: Pat Morandi

Seconded: Art McIntosh

All in Favor

Motion approved

Tamarack Welcome & Updates

Lora Dircz – Director of Sales

Idaho Department of Commerce Update

Director Tom Kealey

Program & Collections Update

Jeremy Chase

Madden Media Update

Dan Janes and Bailey Bernhardt

Red Sky Update

Jessica Flynn and Julie Chigbrow

Grant Updates

Ewa Szewczyk and Alexis Malcomb



Brad Little, Governor
Tom Kealey, Director

Adjourn for Lunch

Lonnie Allen, Chair adjourned meeting 11:50 p.m.

Motion: Earl Sullivan

Seconded: Pat Morandi

All in favor

Motion approved

Action item

Lonnie Allen called the meeting called back to order at 1:01 p.m.

Tourism Grant Review & Discussion

Ewa Szewczyk and Alexis Malcomb

Adjourn Meeting

Lonnie Allen, Chair adjourned meeting 3:40 p.m.

Motion: Shawn Barigar

Seconded: Mike Fitzpatrick

All in favor

Motion approved

Action item



Brad Little, Governor
Tom Kealey, Director

**Idaho Travel Council Meeting
Friday, July 28, 2023 | 9:00 am to 12:00 pm
Tamarack Resort – Morgan Room**

Idaho Travel Council Members Present	Commerce Staff Present
Earl Sullivan, Multi-Region	Tom Kealey, Director
Mike Fitzpatrick, Region VII	Jeremy Chase, Marketing and Innovation Administrator
Kayoko Magnus, Region I	Diane Norton, Tourism Manager
Art McIntosh, (Vice Chair) Region II	Ewa Szewczyk, Grants Manager
Pat Morandi, Region III	Alexis Malcomb, Grants & Contracts Officer
Crystal Nelson, Region V – not present	Laurie McConnell, Sr. Public Information Specialist
Lonnie Allen, (Chair) Region VI	Nancy Richardson, Sr. Tourism Specialist
	Katie Pegan, Tourism Specialist
	Andrea Rayburn, Tourism Specialist
	Andre Womack, Tourism Specialist
T - Teleconference	

Lonnie Allen, Chair called meeting to order at 8:59 a.m.

Tourism Grant Review & Discussion (Cont.)

Ewa Szewczyk

Grant Awards

Ewa Szewczyk

Region 1 – Motion: Kayoko Magnus

Action Item

Seconded: Pat Morandi

Awards:

NITA	\$205,000.00
Coeur d’Alene Chamber	\$1,330,000.00
Post Falls Chamber	\$131,900.00
Sandpoint Chamber	\$248,051.48

All in favor

Motion approved

Region 2 – Motion: Art McIntosh

Action Item

Seconded: Earl Sullivan

Awards:

Lewis Clark Valley Chamber	\$175,000.00
Moscow Chamber	\$175,000.00
NCITA	\$72,143.92
Salmon River Chamber	\$0.00
Orofino Chamber	\$0.00

All in favor

Motion approved



Brad Little, Governor
Tom Kealey, Director

Region 3 – Motion: Pat Morandi

Action Item

Seconded: Art McIntosh

Awards:

Boise CVB \$1,744,868.89

SWITA \$1,122,457.75

(Included in SWITA - Meridian \$100.00 &
Cascade \$80,000)

Nampa Chamber \$168,660.00

McCall Chamber \$499,285.00

All in favor

Motion approved

Region 4 – Motion: Shawn Barigar

Action Item

Seconded: Mike Fitzpatrick

Awards:

SITA \$649,092.34

All in favor

Motion approved

Region 5 – Motion: Shawn Barigar

Action Item

Seconded: Kayoko Magnus

Awards:

Southeast High Country \$241,583.15

Pocatello Chamber \$270,004.70

Bear Lake CVB \$56,843.10

All in favor

Motion approved

Region 6 – Motion: Lonnie Allen

Action Item

Seconded: Shawn Barigar

Awards:

YTT \$1,693,484.90

All in favor

Motion approved

Region 7 – Motion: Mike Fitzpatrick

Action Item

Seconded: Pat Morandi

Hailey Chamber \$218,900.00

LECDI \$42,715.00

Stanley Chamber \$187,875.00

Challis Chamber \$23,590.00

Sun Valley Marketing Alliance \$480,000.00

Lost River Valley Chamber \$0.00

All in favor

Motion approved



Brad Little, Governor
Tom Kealey, Director

Multi-Regions – Motion: Earl Sullivan
Seconded: Mike Fitzpatrick

Action Item

Totals:

IOGA	\$220,140.50
ISAA	\$223,722.50
ILRA	\$102,222.00
IRVCA	\$0.00

All in favor
Motion approved

Total Statewide Grant Awards: \$10,669,052.00

Scope of Work Updates/ITC Handbook Recommendations

Ewa Szewczyk

Motion to NOT approve TREC's scope of work change

Action item

This request needs to go through YTT

Motion: Lonnie Allen

Seconded: Earl Sullivan

All in favor

Motion approved

Alexis Malcomb

Motion to accept the conceptual ITC Handbook update recommendations

Action item

With the ability for council to review the amended language

Motion: Art McIntosh

Seconded by: Earl Sullivan

All in favor

Motion approved

Future Meetings

Diane Norton

Idaho Conference on Recreation and Tourism and ITC Meeting, October 2023

ITC Meeting, January 2023

Adjourn Meeting

Lonnie Allen, Chair adjourned meeting at 1:07 p.m.

Action item

Motion: Earl Sullivan

Seconded: Shawn Barigar

All in favor

Motion approved