



Brad Little, Governor  
Tom Kealey, Director

**Idaho Travel Council Meeting**  
**Tuesday, July 30, 2024 | 9:00 am to 5:00 pm**  
**Schweitzer Resort – Selkirk Room**

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

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

**Welcome**

Welcome ITC, Tourism team and participants.

**Approval of meeting minutes**

May 1 - 2 Meeting – Shawn Barigar, Chair

Motion: Earl Sullivan

Action item

Seconded: Mike Fitzpatrick

All in Favor

Motion approved

**Schweitzer Welcome & Updates**

Schweitzer welcome from Shawn Meyers and opening remarks Mayor Jeremy Grimm

**Program and Collections Update**

Jeremy Chase

**Madden Media Update**

Dan Janes and Addy Coleman

**Red Sky Update**

Julie Chigbrow

**Grant Updates / ITC Handbook Recommendations**

Ewa Szewczyk  
Alexis Malcomb

No handbook updates/No motion

Region 4 discussions

**Tourism Grant Review and Discussion**

Ewa Szewczyk  
Alexis Malcomb

**Region 4 Grant Presentation**

Twin Falls Chamber - Kyle Tarbet

**Q & A**

Shawn Barigar, Chair

**Adjourn Meeting**

Shawn Barigar, Chair adjourned meeting 4:20 p.m.

Motion: Kayoko Magnus

Seconded: Earl Sullivan

All in favor

Motion approved

Action item



Brad Little, Governor  
Tom Kealey, Director

Wednesday, July 31, 2024 | 9:00 am to 12:00 p.m.  
Schweitzer Resort, Selkirk Room

Idaho Travel Council Members Present	Commerce Staff Present
Kayoko Magnus, (Vice Chair) Region I	Jeremy Chase, Marketing and Innovation Administrator
Vacant, Region II	Natalie Jushinski, Tourism Manager
Pat Morandi, Region III - T	Ewa Szewczyk, Grants Manager
Shawn Barigar, (Chair) Region IV	Alexis Malcomb, Grants & Contracts Officer
Crystal Nelson, Region V	Tina Caviness, Analyst Associate
Stephen Dutcher, Region VI	Laurie McConnell, Sr. Public Information Specialist
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Shawn Barigar, Chair called meeting to order at 9:00 a.m.

#### **Welcome**

Welcome ITC, Tourism team and participants.

#### **Tourism Grant Review and Discussion (Cont.)**

Ewa Szewczyk

#### **Grant Awards**

Ewa Szewczyk

#### **Region 1 –**

North Idaho Tourism Alliance (NITA)	\$ 234,000.00
Coeur d'Alene Convention & Visitors Bureau (CVB)	\$ 1,260,500.00
Post Falls Chamber of Commerce	\$ 124,305.00
Greater Sandpoint Chamber of Commerce	\$ 235,600.00

Motion: Kayoko Magnus

Action Item

Seconded: Earl Sullivan

All in favor

Motion approved

#### **Region 2 –**

Visit Lewis Clark Valley	\$ 165,000.00
North Central Idaho Travel Assoc (NCITA)	\$ 71,122.46
Moscow Chamber of Commerce	\$ 165,000.00

Motion: Kayoko Magnus

Action Item

Seconded: Steve Dutcher

All in favor

Motion approved

**Region 3 –**

Boise Metro Chamber of Commerce DBA Boise CVB	\$ 1,680,000.00
Nampa Chamber of Commerce	\$ 162,000.00
McCall Area Chamber of Commerce & Visitors Bureau	\$ 480,000.00
Southwest Idaho Travel Assoc (SWITA)	\$ 1,078,000.00

Motion: Pat Morandi Action Item  
Seconded: Kayoko Magnus  
All in favor  
Motion approved

**Region 4 –**

Application Re-Opened – Decision Pending Application Review and Scoring -- \$0

Motion: Shawn Barigar Action Item  
Seconded: Crystal Nelson  
All in favor  
Motion approved

**Region 5 –**

Southeast Idaho High Country Tourism	\$ 355,750.00
Greater Pocatello Convention & Visitors Bureau	\$ 329,570.00
Bear Lake Valley Convention and Visitor Bureau	\$ 105,000.00

Motion: Crystal Nelson Action Item  
Seconded: Pat Morandi  
All in favor  
Motion approved

**Region 6 –**

Yellowstone Teton Territory (YTT)	\$ 1,728,840.72
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Motion: Stephen Dutcher Action Item  
Seconded: Earl Sullivan  
All in favor  
Motion approved

**Region 7 –**

Hailey Chamber of Commerce Inc	\$ 215,000.00
Lemhi County Economic Development Assoc (LCEDA)	\$ 41,000.00
Stanley-Sawtooth Chamber of Commerce	\$ 162,103.11
Challis Chamber of Commerce	\$ 25,000.00
Sun Valley Marketing Alliance Inc	\$ 450,000.00

Motion: Mike Fitzpatrick Action Item  
Seconded: Steve Dutcher  
All in favor  
Motion approved



**Brad Little**, Governor  
**Tom Kealey**, Director

**Multi-Regions –**

Idaho Ski Areas Assoc (ISAA)	\$ 252,709.30
Idaho Outfitters & Guides Assoc (IOGA)	\$ 213,775.65
Idaho Lodging & Restaurant Assoc (ILRA)	\$ 91,360.98

Motion: Earl Sullivan	Action Item
Seconded: Kayoko Magnus	
All in favor	
Motion approved	

Total 2024 ITC Grant Awards	\$ 9,868,470.00
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**Future Meetings**

- Idaho Conference on Recreation and Tourism  
October 21 – 23, 2024 – The Riverside Hotel, Garden City
- Future meeting for updates on Region 4 in September

**Adjourn Meeting**

Shawn Barigar, Chair adjourned meeting 9:30 a.m.

Motion: Kayoko Magnus	Action item
Seconded: Earl Sullivan	
All in favor	
Motion approved	