



Southeast Idaho High Country Tourism February 19, 2020 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday February 19, 2020 at 9:00 am at the Chuckwagon Restaurant in Lava Hot Springs.

Present

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Dan Lau, Rickey Frandsen, Darlene Downs. Guests: Ann Yearsley.

Welcome and Introductions

High Country Tourism Council President Devanee Morrison called the meeting to order and welcomed all in attendance.

Minutes

The council reviewed the January 22, 2020 meeting minutes. After review; Destiny Egley made a motion to approve the minutes, Kathy Ray seconded the motion. The motion carried.

Financial Status Report

Grant Administrator Destiny Egley went over the following financial reports:

SOUTHEAST IDAHO HIGH COUNTRY		01/21/20
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		
		\$ 27,307.60
DEPOSITS/REIMBURSEMENTS		
	DEPOSIT - RFF #6 2018 Grant	\$ 11,063.94
	DEPOSIT - Flight reimb. for Annie Salt Lava Chamber rep-AZ show	\$ 206.60
	DEPOSIT - Flight reimb. for LaVell Losee w/HCT rep. AZ show	\$ 206.60
	DEPOSIT - 2020 Membership Dues - City of Montpelier & Soda	\$ 400.00
	DEPOSIT - 2020 Membership Dues - Blackfoot City & Blackfoot Chamber	\$ 400.00
	DEPOSIT - 2020 Membership Dues - Pocatello Chamber	\$ 200.00
	DEPOSIT - 2020 Membership Dues - City of Preston	\$ 200.00
	Total Deposits	\$ 12,677.14
EXPENSES		
	Advertising - Forrest Design Group	\$ 24,027.61
	Century Link - Telephone & Long Distance - 2 month's worth	\$ 157.65
	Website - Homeland Web Nov. - Dec.	\$ 1,316.61
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 286.98
	Meeting - Chuckwagon monthly meeting	\$ 20.00
	Ron Gardner - Social Media Management - 2 months	\$ 800.00
	Yellowstone Teton Territory - 1/2 cost on double booth registrations	\$ 4,135.00
	Visit Pocatello - 1/2 costs on Calgary show & Adv. Gearfest show	\$ 3,132.68
	Harland Clarke - check printing for HCT checks	\$ 36.19
	Delta Airlines - Flights booked for Bridget and Cameron Snowbird show	\$ 826.40
	Hotwire & Allianz - down pmt on rental car for Snowbird show	\$ 204.32
	Office Max - Admin. office supplies - paper, post-its, env. & battery backup	\$ 282.35
	The Go Travel Sites - new email response program	\$ 1,125.00
	American Bus Association - 2020 Membership dues	\$ 580.00
	Onspot Social - Email generation app subscription on Ipad for shows	\$ 70.00
	Verizon - 3 mo. Prepaid data plan for Ipad for trade shows	\$ 90.00
	Hilton - Davis Convention Center Lodging for Utah Travel Expo	\$ 245.94
	Kristen Jensen - per diem riemb. For Utah Travel Expo	\$ 318.40

	Riverside Hot Springs Inn - Romance package giveaway MM show	\$ 207.69	
	TOTAL EXPENDITURES	\$ 37,862.82	
	BANK ENDING BALANCE		\$ 2,121.92
	Account Details As of 1/21/2020		
	IRELAND BANK		
	E\$SENTIAL CHECKING ACCOUNT		
	*****2529		
	\$11,977.78		

IRELAND BANK CHECKING			Register					
From 01/22/2020 through 02/18/2020								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
1/22/2020		City of Downey	Accounts receivable			X	200	2,321.92
1/22/2020	DB	Chuckwagon	Meeting Meals	January meeting	20	X		2,301.92
1/22/2020	2653	Downata Hot Springs	Trade show promo	Giveaway Wagon Pkg - UT travel expo winner	220.6	X		2,081.32
1/23/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Fulfillment postage to UK	3.12	X		2,078.20
1/28/2020		Deposit	GRANT AWARD	Deposit RFF #7 2018 Grant		X	28,430.19	30,508.39
1/28/2020		City of Lava Hot Springs	Accounts receivable			X	200	30,708.39
1/30/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	2 books 2 oz. stamps	28	X		30,680.39
1/30/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	AZ show shipment 7 boxes & books of 2oz & 3oz stamps	350.55	X		30,329.84
1/30/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	Postage on account for fulfillment	100			30,229.84
1/30/2020	2654	Forrest Design Group	Accounts Payable	Inv.#1299balance, #1301,1302,1304,1305	8,916.99			21,312.85
1/30/2020	2655	Century Link	Accounts Payable	208-776-5155 903B	1.49			21,311.36
1/30/2020	2656	Certified Folder Display	Accounts Payable	04-0031655	7,196.95			14,114.41
1/30/2020	2657	Lava Hot Springs Foundation	Accounts Payable	Admin- Computer tech services for HCT computer 2018 Grant FINAL RFF	630	X		13,484.41
1/31/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Display for AZ show shipped out	12.8			13,471.61
2/3/2020		Bear Lake CVB	Accounts receivable				200	13,671.61
2/3/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	postage on acct for fulfillment	100			13,571.61
2/3/2020	2658	Kristen Jensen	Trade & Travel Shows	MM Shows in St. George and Sandy, UT 2019 Grant RFF #2	1,600.77			11,970.84
2/4/2020	DB	Amazon.com	Administration:Supplies	Admin cordless phone	31.79			11,939.05
2/6/2020	DB	USPS-Postmaster	Administration	Postage - mailed 2018 grant taxes to IRS	1.4			11,937.65
2/6/2020	DB	CSI Services	Trade & Travel Shows	S&H to Canadian Snowbird show 2/12/12/2020	266.24			11,671.41
2/10/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Monthly service fee for fulfillment	17.99			11,653.42
2/11/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Postage for 2018 Grant taxes sent to IRS	1.8			11,651.62
2/13/2020		Lava Hot Springs Chamber of Commerce	Accounts receivable				200	11,851.62
2/13/2020	DB	Amazon.com	Administration:Supplies	Refund for cordless phone didn't work			31.79	11,883.41
2/13/2020		Shoshone-Bannock Tribes	Accounts receivable				200	12,083.41

2/13/2020	DB	Amazon.com	Administration:Supplies	Cordless phone for 800 line	36.01		12,047.40
2/18/2020	DB	Delta Hotels Phoenix Mesa	Trade & Travel Shows	Canadian Snowbird Extravaganza show lodging	1,124.40		10,923.00
2/18/2020	DB	Best Western CottonTree Inn	Trade & Travel Shows	RV show lodging for reps	788.76		10,134.24
2/18/2020	2659	Christopher Olsen C.P.A.	Accounts Payable	2018 Grant taxes filed -ADMIN 2019 Grant RFF #2	140		9,994.24
2/18/2020	2660	Homeland Web	Accounts Payable	January 2020 website maint., updates & mgnmt 2019 Grant RFF #2	1,082.04		8,912.20
2/18/2020	2661	Ron Gardner	Accounts Payable	January Social media managment 2019 Grant RFF #2	400		8,512.20
2/18/2020	2662	Forrest Design Group	Accounts Payable	2020 Snow Goer January issue 2/3rd pg ad 2019 Grant RFF #2	1,562.50		6,949.70

Social Media Notes

Most liked posts Jan 2020

- 01/08 - 597 - Bear Lake Winterfest coming up
- 01/02 - 559 - 2020! start thinking about Fire & Ice
- 01/21 - 428 - IMNH Ice Age, family fun day
- 01/06 - 418 - 9 to 5 at Palace Theatre
- 01/11 - 379 - Road conditions, several warning in effect
- 01/13 - 362 - Comedian George Lopez and singer Sara Evans shows coming up

					2/18/2020	
19-V-1 2019 GRANT					Grant 8/1/19 -9/30/20	
ELEMENTS	AWARDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE	
Administration	\$ 2,000.00	\$ 87.92	\$ 123.21		\$ 1,788.87	
Advertising-Co-ops-Collateral	\$ 101,674.00	\$ 9,985.19	\$ 1,962.50		\$ 89,726.31	
Fulfillment	\$ 6,500.00	\$ 1.49	\$ 492.72		\$ 6,005.79	
Website	\$ 12,250.00	\$ 549.25	\$ 995.85		\$ 10,704.90	
Fam Tours & Site Visits	\$ 1,000.00				\$ 1,000.00	
Trade and Travel Shows	\$ 12,000.00	\$ 634.34	\$ 1,690.77		\$ 9,674.89	
Training - Esto & ICORT	\$ 1,750.00				\$ 1,750.00	
TOTALS	\$ 137,174.00	\$ 11,258.19	\$ 5,265.05		\$ 120,650.76	
*Match requirement for year is -	\$ 17,146.75					
YTD Match received for year is -	\$ 580.00					
Match Balance	\$ 16,566.75					

Kathy Ray made a motion to approve the financial report as presented, Darlene Downs seconded the motion. The motion carried.

Advertising Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2019-2020 (19-v-1)							
2/19/2020	ADVERTISING ITEM	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
International/Canada							
\$ 5,465.63	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads	spring		
\$ 2,575.00	Miles Media	Canada West 2020 Spring	ITC/Vis Poc co-op		Mar-20		print complete

\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	Possible ITC VP/Other co-op		all year		
\$ 3,750.00	MyYellowstonePark.com	1/2 pg ad & content Yellowston Jrnl FB, enews, online itinerary/content	ITC/VP Co- op		Jan-20		print complete
\$ 2,500.00	MyYellowstonePark.com	1/2 pg trip planner & leads	ITC/VP Co- op	45k prnt/12k lds	Dec-20	10/1/2020	
\$ 812.50	Facebook/instagram	CANADA	n/a	...			
\$ 21,353.13 subtotal Intl/Canada							
National							
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2020	
\$ 1,875.00	Go-Idaho travel sites	leads and web presence	n/a		all year		
\$ 5,500.00	Idaho Travel Guide	Full page ad	co-op available		Dec-20	9/1/2020	
\$ 5,970.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary	co-op available	20k/70k unq vis	win/spr/sum		
\$ 14,351.25 subtotal National							
Utah/Idaho							
\$ 4,500.00	Salt Lake City Weekly	City Guide & Best of Utah Full pg ad	co-op available		Mar 2020 & Oct 2020		
\$ 3,125.00	Radio Proposal-KSFI	60 sec spots w co-op feb- mar	Bear Lake CVB	763,500 cume	feb-mar 2020		
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...			
\$ 328.13	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs				complete
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad	n/a		Jan-20		complete
\$ 9,265.63 subtotal Utah/Idaho							
Special Interest-Snowmobiles, Trails, Birding							
\$ 1,350.00	DirtToys.com	pic of week sponsor 300x250 banner ad	n/a	...	jan-sept 2020		ongoing
\$ 1,125.00	Snowest.com	pic of the week sponsor	n/a		jan-sept 2020		ongoing
\$ 2,708.75	Living Bird/allaboutbirds.org	2 1/2 pg ads + digital	---	...	March spring issue		complete
\$ 5,183.75 Subtotal Special Interest							

\$ 50,153.75	Total						
\$ 4,520.25	Available						
\$ 54,674.00	Total budget available						

Billboard:

- 2 vinyls for Spring/Summer & Fall/Winter.
- Locations: Farr West, Ogden, Smith and Edwards etc.
- Price ranges \$305.,\$425.,\$650. price depending on location.
- Birgitta will send the options and locations for billboards in the \$305. to \$425. price range.
- HCT has \$4,500.00 available in the marketing budget that can be used for billboard.
- Deadline to have the billboard up in April with summer activities. Fall-Winter in November.

Destiny Egley made a motion to have Birgitta move forward with a billboard, locations and a proof of what to put on billboard, Dan Lau seconded the motion. The motion carried.

Small Community Advertising Program Requests

The Small Community advertising program applications were received at the January meeting. The Malad Welsh Festival and the Lava Hot Spring Chamber Wellness Festival requests were tabled until more information is received. Destiny Egley asked the council if anyone else had any advertising applications. No one had applications at this time to submit to the council for approval.

Travel Shows

- **Utah Travel Expo**-Jan 10-11 Layton, Utah Tami Leonhardt & Pocatello Rep. **Done**
- **Morris Murdock Travel Shows**-Jan 23 St George & Jan 25-26 Sandy, UT-Kristen Jensen. **Done**
- **ABA American Bus Association** Jan 10-13 Omaha Nebraska Tish Dahmen. **Done**
- **Utah Sportsman’s RV Show** February 13-16 Sandy, Ut Reps- Bridget, Tish Dahmen, Tami Leonhardt and Kristen. **Done.**
- **International Sportsman Expo** Sandy, UT March 19-22 Destiny, Kristen and Tami Leonhardt.
- **Calgary Travel Show** March 22, 2020 Reps: Darlene Downs and Tish Dahmen.

International Roundup (IRU)

- Theme: Western Cultural Experience
- Date: April 26-29, 2020
- Location: Casper Wyoming
- Cost: \$650.00 first rep-\$325.00 second rep.
- Co-op: Visit Pocatello
- HCT rep: Becky Smith

ESTO Travel Conference- will be held on August 22-25, 2020 in Grand Rapids, Michigan. It would cost approximately \$1,100.00. Deadline to sign up for conference is March 31, 2020. Birgitta would like to attend the show just would need to have a letter from HCT so she can attend the conference.

Darlene made a motion for Destiny Egley to attend the ESTO Conference, Kristen Jensen seconded the motion. The motion carried.

High Country Regional Magazine

Regional Magazine Budget \$10,000.

The council agreed to have the Regional Magazine completed and distributed by May 1, 2020. We would need to hire writers and photographers for articles and photos to put in the magazine. Birgitta will give us deadline to get information to her for the magazine and a rate card to let everyone know what it would cost to advertise in the magazine. Birgitta will sell the magazine ads and those funds will go to her for creation the magazine. One magazine that covers all four seasons. Two covers; one Fall-Winter, one Spring-Summer.

Oregon California Auto Trails Program-Revised Rates

Destiny received an email from the Oregon California Auto Trails Program and they have lowered their rate to \$750.00 After council discussion it was decided not to advertise with this program.

Website Report

Unique Visits are down a bit from last year. Google visits were down. Many were searching for Soda Springs Fishing Derby, Snowmobiling and Fishing. Birgitta's Facebook Ads for Hot Springs were very successful! 1427 Click from Facebook Ads for Hot Springs. ArcGIS Snowmobile Map viewed 215 times in January. Cross Country Map was viewed 23 times in January. "Send in Blue" is the new company for newsletter.

Merlin Films-Matt Linton Video Production Services

Merlin Films-Matt Linton (Owner) is a video production company. They produce videos on travel destination marketing. Destiny forwarded a video package from Merlin Films to council to view before meeting. Ann Yearsley put the video up on a screen at the meeting.

Video options:

- We could target top 10 regional spots-locations on a video to let our customers know what our region has to offer.
- Twitter campaign to have input into the video campaign.
- QR Codes in video to designate each location. Customers can scan a QR code on their phones with information of each location.
- People remember 85% of information in a video compared to 10% in print material.
- YouTube and web based videos. merlinfilmssusp.com
- The Millard County Video is a six minute video and cost \$8,000-\$10,000.
- The cost is \$800.00 per day and for multiple days the price decreases per day. What direction would HCT want to go with a video project then he could give a more specific price.
- Matt recommended starting with 3 minute videos possibly 2-3 minutes videos.

The council will discuss options for video and cost then contact Matt with decision.

Other Business

1. ITC (Idaho Travel Council) meeting will be held on March 10th in Idaho Falls. Everyone is welcome to attend the meeting. Discussion will be on grant processes, rules etc.
2. April 1, 2020 is the deadline for 2020 Grant submission. March meeting the council can discuss and approve grant application. The grant presentations will be in May 2020.
3. "Your Future in Technology" seminar will be held at Marsh Valley High School on March 31, 2020 @ 6:00pm. There will be seminars held at the following High Schools; Aberdeen, Highland and Grace. Pizza and Cookie are served at the seminars. There will be two-\$500.00 scholarships giveaways.
4. Website-add additional information such as;
 - Grant.

- Member benefits.
- Bylaws.
- Meeting minutes.
- Small Community Brochure Application guidelines, deadline and electronic application.
- Small Community Advertising Application guidelines and electronic application.

Next Meeting

The next meeting will be held on March 18, 2020 at Chuckwagon Restaurant in Lava Hot Springs at 9:00am.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Darlene Downs seconded the motion. The meeting was adjourned at 11:58am.

Minutes by: Bridget Losee-HCT Secretary