



Southeast Idaho High Country Tourism March 18, 2020 Minutes

The Southeast Idaho High Country Tourism Council of Region 5 March 18, 2020 meeting was canceled due to the Covid-19 virus. Action items were emailed to the council for review and approval.

Minutes

The February 19, 2020 meeting minutes were emailed to council members. Response by email; Destiny Egley made a motion to approve the February 19, 2020 meeting minutes, Darlene Downs seconded the motion. The motion carried.

All in favor

- Kristen Jensen-approved
- Kathy Ray-approved
- Dan Lau-approved
- Tami Leonhardt-approved
- Tish Dahmen-approved
- Destiny Egley-approved

Financial Status Report

Grant Administrator Destiny Egley emailed the following financial reports:

SOUTHEAST IDAHO HIGH COUNTRY			03/17/20
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			\$ 7,049.70
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - 2020 Membership Dues - City of Malad		\$ 200.00
	DEPOSIT - Lava Hot Springs Foundation AZ show co-op		\$ 1,030.12
	DEPOSIT - Final RFF 2018 Grant		\$ 17,094.17
	DEPOSIT - 2020 Membership Dues - American Falls		\$ 200.00
	DEPOSIT - Lava Hot Springs Foundation AZ show S&H co-op		\$ 80.78
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	Total Deposits		\$ 18,605.07
EXPENSES			
	Advertising - Forrest Design Group	\$ 7,680.01	
	Century Link - Telephone & Long Distance	\$ 51.51	
	Website - Homeland Web Nov. - Dec.	\$ 672.64	
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 305.96	
	Meeting - Chuckwagon monthly meeting	\$ 20.00	
	Ron Gardner - Social Media Management	\$ 400.00	
	Bridget Losee - RV show & AZ Canadian Snowbird show per diem	\$ 664.01	
	Tish Dahmen - RV show per diem	\$ 311.10	
	CSI Services - Shipping & Handling for Canadian Snowbird show	\$ 300.49	
	Ace Hardware - Admin & supplies shovel and broom	\$ 24.82	
	Cameron Salt - AZ Canadian Snowbird show per diem	\$ 414.24	

Kristen Jensen - RV show per diem	\$	380.48	
Amazon - Storage unit lock cover	\$	12.23	
Onspotsocial.com - Monthly fee for app to collect emails at shows	\$	35.00	
Idaho Potato Museum - Prize pkg giveaway Blackfoot ID for RV show	\$	70.00	
Yellowstone Teton Territory - Booth expenses for shows co-op	\$	528.00	
Lava Hot Springs Foundation - 1/3rd booth cost for AZ Canadian snowbird show	\$	539.00	
	\$	-	
	\$	-	
TOTAL EXPENDITURES		\$ 12,409.49	
BANK ENDING BALANCE			\$ 13,245.28
Account Details As of 3/17/2020			
IRELAND BANK			
E\$SENTIAL CHECKING ACCOUNT			
*****2529			
			\$20,860.48

Register: IRELAND BANK CHECKING								
From 02/19/2020 through 03/17/2020								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
2/19/2020	DB	Chuckwagon	Meeting Meals	February meeting	20	X		7,029.70
2/19/2020	2663	Bridget Losee	Trade & Travel Shows	RV & Canadian Snowbird Show per diem 2019 Grant RFF #2	664.01	X		6,365.69
2/19/2020	2664	Tish Dahmen	Trade & Travel Shows	RV show per diem 2019 Grant RFF #2	311.1	X		6,054.59
2/20/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage stamps Admin 2019 Grant RFF #2	55	X		5,999.59
2/20/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	Postage on account for fulfillment 2019 Grant RFF #2	100	X		5,899.59
2/21/2020	DB	CSI Services	Trade & Travel Shows	S&H from AZ show to home 3 pkgs. 2019 Grant RFF #2	300.49	X		5,599.10
2/24/2020	DB	Ace Hardware	Administration:Supplies	Storage supplies for brochure area 2019 Grant RFF #2	24.82	X		5,574.28
2/24/2020	2665	Void Check	Miscellaneous			X		5,574.28
2/24/2020	2666	Cameron Salt	Trade & Travel Shows	AZ show per diem co-op 2019 Grant RFF #2	414.24	X		5,160.04
2/24/2020	2667	Kristen Jensen	Trade & Travel Shows	RV show per diem 2019 Grant RFF #2	380.48			4,779.56
2/26/2020		Malad City Oneida County	Accounts receivable			X	200	4,979.56
2/27/2020	DB	Amazon.com	Administration:Supplies	Lock covers for storage unit - anti-freeze covers	12.23			4,967.33
2/27/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Postage for fulfillment	4.97	X		4,962.36
3/2/2020		Lava H.S. Foundation	Accounts receivable				1,030.12	5,992.48
3/3/2020	DB	Onspotsocial.com	Trade & Travel Shows	March email collection app fee 2019 Grant RFF #2	35			5,957.48
3/4/2020	2668	Forrest Design Group	Accounts Payable	Idaho Roadsider state co-op 2020 1/2pg ad 2019 Grant RFF #2	1,250.00			4,707.48
3/4/2020	2669	Idaho Potato Museum & Gift Shop	Prize Basket Items	RV show giveaway pkg Blackfoot RV, golf, food and museum certs	70			4,637.48
3/9/2020			GRANT AWARD	Deposit FINAL RFF 2018 GRANT			17,094.17	21,731.65

3/9/2020		American Falls Chamber of Comm	Accounts receivable			200	21,931.65
3/9/2020		Lava H.S. Foundation	Accounts receivable			80.78	22,012.43
3/10/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email	monthly fee for stamps.com for fulfillment 2019 Grant	17.99		21,994.44
3/11/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	2oz stamps for fulfillment 2019 Grant	28		21,966.44
3/11/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email	postage on account for fulfillment 2019 Grant	100		21,866.44
3/11/2020	2670	Century Link	Accounts Payable	208-776-5155 903B	51.41		21,815.03
3/11/2020	2671	Ron Gardner	Accounts Payable	Social media management for Feb. 2019 Grant RFF #2	400		21,415.03
3/11/2020	2672	Century Link	Accounts Payable	208-776-5155 903B	0.1		21,414.93
3/11/2020	2673	Homeland Web	Accounts Payable	February web management, updates & newsletter 2019 Grant RFF #2	672.64		20,742.29
3/11/2020	2674	Forrest Design Group	Accounts Payable		6,430.01		14,312.28
3/11/2020	2675	Yellowstone Teton Territory-YTT	Accounts Payable	1/2 cost of trade show booth rental furnishings MMSHOWS & RV show 2019 Grant RFF #2	528		13,784.28
3/11/2020	2676	Lava Hot Springs Foundation	Accounts Payable	1/3rd cost of Canadian Snowbird Extravaganza Feb. 2020 w/LChamber & LHSF 2019 Grant RFF #2	539		13,245.28
3/12/2020	2677	Void Check	Miscellaneous				13,245.28

Social Media

Most liked in Feb/2020

- 1,041 - 2/06 - beauty pics of ice on Bear Lake
- 804 - 2/07 - Snow Moon to appear
- 638 - 2/26 - Ch6 story on haunted hotel/LHS Inn
- 520 - 2/09 - pics from Fire & Ice (courtesy: Id State Journal)
- 431 - 2/13 - Valentine party plans at Downata hot springs
- 406 - 2/09 - video of Fire & Ice river tubers (courtesy: Alpaca Inn)

19-V-1	2019 GRANT				Grant 8/1/19 -9/30/20	3/17/2020
	<u>ELEMENTS</u>	<u>AWARDED</u>	<u>RCVD YTD</u>	<u>NEXT RFF</u>	<u>OBLIGATED</u>	<u>AVAILABLE</u>
	Administration	\$ 2,000.00	\$ 87.92	\$ 215.07		\$ 1,697.01
	Advertising-Co-ops-Collateral	\$ 101,674.00	\$ 9,985.19	\$ 4,237.50		\$ 87,451.31
	Fulfillment	\$ 6,500.00	\$ 1.49	\$ 735.58		\$ 5,762.93
	Website	\$ 12,250.00	\$ 549.25	\$ 1,632.52		\$ 10,068.23
	Fam Tours & Site Visits	\$ 1,000.00				\$ 1,000.00
	Trade and Travel Shows	\$ 12,000.00	\$ 634.34	\$ 5,599.76		\$ 5,765.90
	Training - Esto & ICORT	\$ 1,750.00				\$ 1,750.00
	TOTALS	\$ 137,174.00	\$ 11,258.19	\$ 12,420.43		\$ 113,495.38
	*Match requirement for year is -	\$ 17,146.75				
	YTD Match received for year is -	\$ 10,779.00				
	Balance of Match still needed	\$ 6,367.75				

*The amounts in the RCVD YTD & NEXT RFF columns have been submitted into state but I have not received funds as of yet.

Kristen Jensen made a motion to approve the financial status report. Dan Lau seconded the motion. The motion carried.

All in favor

Kathy Ray approved
 Tish Dahmen-approved
 Tami Leonhardt-approved
 Darlene Downs-approved
 Destiny Egley-approved

See Source Video Presentation-canceled

Advertising Budget

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 Yellowstone 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						

Small Community Advertising-Brochure guidelines and request

Malad advertising request: Malad is asking for co-op funds in a total of \$850.00 for help with their Malad Welsh Festival event advertising. HCT had \$2,500.00 left in the budget that we earmarked for special co-op advertising opportunities.

Kristen Jensen made a motion to approve the Welsh Festival advertising application in the amount of \$850.00, Dan Lau seconded the motion. The motion carried.

All in favor

- Kathy Ray-approved
- Tish Dahmen-approved
- Tami Leonhardt-approved
- Destiny Egley-approved

2020 Grant Application review

Grant Administrator Destiny Egley emailed the draft 2020 Grant Application to council for review, suggested changes and approval.

Last year HCT requested \$150K and received \$137,174.00 This year we are asking for more due to additional advertising opportunities, like Billboards, Social Media Influencer, Regional magazine reprint etc. for a total of \$154,900, this could change a little once we narrow down a couple final numbers.

Website Report

Webmaster Ann Yearsley emailed the website statistics to council.

Other Business-None

Schedule Next Meeting-TBA

Minutes by: Bridget Losee-HCT Secretary