



			\$ -	
			\$ -	
		<b>TOTAL EXPENDITURES</b>	<b>\$ 13,001.03</b>	
		<b>BANK ENDING BALANCE</b>		<b>\$ 13,291.57</b>
		<u>Account Details As of 11/16/2020</u>		
		IRELAND BANK		
		E\$SENTIAL CHECKING ACCOUNT		
		*****2529		
		\$13,311.57		

Register: IRELAND BANK CHECKING								
From 10/21/2020 through 11/16/2020								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
10/22/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99	X		26,274.61
10/27/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on acct. for fulfillment	100	X		26,174.61
10/27/2020	DB	USPS- Postmaster	-split-	3 oz stamps for fulfillment & 1 roll of stamps admin. 2019 Grant RFF #6 Admin & Fulfillment	123	X		26,051.61
10/27/2020	2718	Forrest Design Group	Accounts Payable		11,228.07	X		14,823.54
10/27/2020	2719	Downata Hot Sprgs	Accounts Payable	15k Downata brochure co-op 2019 Grant RFF #5	1,000.00			13,823.54
10/27/2020	2720	American Bus Association	Accounts Payable	2021 Membership dues - CASH MATCH for 2020 Grant RFF #1	435			13,388.54
10/27/2020	2722	Century Link	Accounts Payable	208-776-5155 903B	53.35			13,335.19
10/27/2020	2723	Century Link	Accounts Payable	208-776-5155 903B	1.06			13,334.13
11/3/2020	DB	USPS- Postmaster	Fulfillment-Direct Mail & Email:Postage	Brochures sent to Cache Valley and CPA taxes	20.25			13,313.88
11/10/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee stamps.com	17.99			13,295.89
11/16/2020	DB	USPS- Postmaster	Fulfillment-Direct Mail & Email:Postage	fulfillment info sent	4.32			13,291.57

19-V-1 2019 GRANT			Grant 8/1/19 -12/30/20		11/16/2020	
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 2,000.00	\$ 2,000.00	\$ 1,511.98	\$ 37.35	\$ 76.65	\$ 374.02
Advertising-Co-ops-Collateral	\$101,674.00	\$ 59,000.00	\$ 46,401.70	\$ 400.00	\$ 7,408.11	\$ 4,790.19
Fulfillment	\$ 6,500.00	\$ 15,378.00	\$ 14,468.88	\$ 134.11	\$ 625.89	\$ 149.12
Website	\$ 12,250.00	\$ 12,000.00	\$ 5,435.03	\$ 940.06	\$ 3,659.94	\$ 1,964.97
Fam Tours & Site Visits	\$ 1,000.00	\$ -	\$ -	\$ -		\$ -
Trade and Travel Shows	\$ 12,000.00	\$ 8,000.00	\$ 6,258.25	\$ -		\$ 1,741.75
Training - Esto- & ICORT	\$ 1,750.00	\$ 796.00	\$ 796.00	\$ -		\$ -
<b>TOTALS</b>	<b>\$ 137,174.00</b>	<b>\$ 97,174.00</b>	<b>\$ 74,871.84</b>	<b>\$ 1,511.52</b>	<b>\$ 11,770.59</b>	<b>\$ 9,020.05</b>
*Match requirement for year is	-					
	\$ 17,146.75					
YTD Match received for year is	-					
	\$ 17,597.48					
Balance of Match still needed	\$ (450.73)	<b>THANK YOU PARTNERS WE MET OUR MATCH OBLIGATION!</b>				
<b>**Reverting funds of around \$40K which is taken out of the Advertising-Co-ops-Collateral line item and amended total</b>						
<b>**Obligated amounts are the items that I have a good idea on the amount until December including Adv., \$1K Lava Chamber,</b>						
<b>\$1K So. Bannock Museum, \$500 Malad = \$2,500, Social Media \$800</b>						

20-V-1 2020 GRANT			Grant 8/1/20 - 9/30/21		11/16/2020
ELEMENTS	AWARDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 3,000.00				\$ 3,000.00
Advertising-Co-ops-Collateral	\$ 79,689.00		\$ 3,395.00		\$ 76,294.00
Fulfillment	\$ 14,800.00		\$ 7,682.74		\$ 7,117.26
Website	\$ 10,600.00		\$ 183.57		\$ 10,416.43
Fam Tours & Site Visits	\$ 1,000.00				\$ 1,000.00
Trade and Travel Shows	\$ 11,500.00				\$ 11,500.00
Training Esto & ICORT & Influencer	\$ 5,400.00				\$ 5,400.00
<b>TOTALS</b>	<b>\$125,989.00</b>		<b>\$ 11,261.31</b>	<b>\$ -</b>	<b>\$114,727.69</b>
*Match requirement for year is	-				
	\$ 15,750.00				
YTD Match received for year is	-				
	\$ 435.00				
<b>Balance of Match still needed</b>	<b>\$ 15,315.00</b>				
<b>SOCIAL MEDIA REPORT</b>					
Most liked posts - Oct. 2020					
1,041 - 10/01 - Youth pheasant season Oct 3-9					
250 - 10/03 - Iconic Idaho photos for Oct.					
246 - 10/16 - Fall photos at LHS pools					
237 - 10/07 - Whats your favorite Fall activity? We have trails/maps					
209 - 10/22 - Temperatures predicted to dip below freezing					
193 - 10/26 - Trout being stocked/local ponds					

Tish Dahmen made a motion to approve the financial status report. Tami Leonhardt seconded the motion. The motion carried.

### ICORT Report

The council thought that the virtual ICORT was great. The different teams that worked on the work sheets. Region 5 & 6 were combined in a work group. Matt Hunter commented that ICORT was phenomenal this year.

Destiny will put together the names and contact information for the Region 5 workgroup.

### Advertising Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)						
9/23/2020	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE
<b>International/Canada</b>						
\$ 6,875.00	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-21	
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	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-21	
\$ 2,500.00	MyYellowstonePark.com	1/2 pg trip planner & leads	ITC/VP Co-op	45k prnt/12k lds	Jan-21	10/1/2020
\$ 812.50	Facebook/instagram	CANADA	n/a	...	all year	
<b>\$ 22,762.50</b>	<b>subtotal Intl/Canada</b>					
<b>National</b>						

\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2020
\$ 10,000.00	Programmatic Digital	all year-multi campaign	n/a		All year	
\$ 5,500.00	Idaho Travel Guide	Full page ad			Jan-21	9/24/2020
\$ 6,150.00	American Road Magazine	2/3 pg ads, 9 mo online itinerary	co-op available	20k/70k unq vis	win/spr/sum/fall	
<b>\$ 22,656.25</b>	<b>subtotal National</b>					
<b>Utah/Idaho</b>						
\$ 6,215.48	Ogden to Idaho border Billboard	2 vinyls spr/sum and fall/wtr			annual 13x contract	
\$ 3,125.00	Radio Proposal-KSFI	61 sec spots w co-op feb-mar	co-op available	763,500 cume	feb-mar 2021	
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year	
\$ 328.13	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs		Feb-21	
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad	co-op available		Jan-21	
<b>\$ 10,981.11</b>	<b>subtotal Utah/Idaho</b>					
<b>Special Interest-Snowmobiles, Trails, Birding</b>						
\$ 3,135.00	Living Bird/allaboutbirds.org	2 1/3 pg ads + digital	co-op available	...	winter/spring issue	
<b>\$ 3,135.00</b>	<b>Subtotal Special Interest</b>					
<b>\$ 59,634.86</b>	<b>Total</b>					

Birgitta emailed the following advertising information:

1. We were able to stay at the \$6250 that we had budgeted for the co-op with National Park Trips (MyYellowstone.com).

We are continuing to partner with Visit Pocatello for an inside front cover full page in their Trips Planner. This is an insert that is sent out to everyone who requests collateral/more info from MyYellowstonePark.com. We also receive the leads from those requests to add to our database for our e-newsletter. These have both shown very good results for us as demonstrated by last year's results:

- Yellowstone Trip Planner - [URL](#)
  - o Full page advertisement within 40,000 printed versions and also within downloadable versions / split with Visit Pocatello
    - 46,242 mailers sent in 2019
    - 31,738 mailers requested between January - August 2020
- Targeted Leads
  - o 15,916 opt in leads sent in 2019
  - o 9,210 opt in leads sent between January - August 2020

We will also be participating in a "Yellowstone Road Trip Contest" social media promotion that they offer each year for a \$625 investment.

<https://www.yellowstonepark.com/news/win-yellowstone-road-trip>

We will be promoted in the Salt Lake to Yellowstone portion of the contest. We will need to provide prizes/overnight stays. They will do Facebook posts promoting the contest and the prizes.

Last year the contest received 44,327 page views and 13,987 contest entries (which we would receive this year's entries as leads). We will be able to do multiple locations (TBD) in the region. Last year for 5 FB posts they received 46,760 impressions, 2079 clicks and 596 engagements.

We will not be running the ½ page ad in the Yellowstone Journal. We had co-oped with Visit Pocatello the last few years on this because it made sense to add it into the whole package with the state's support. It is a very popular publication, however it gets into the traveler's hands once they are already in the expanded area. Without the state's support, it makes more sense to focus our marketing at the beginning of the travel buying cycle (dream + plan + book + share) than at the end of the cycle when most have already booked much of their trip.

2. Herrmann Global is another where we have done some successful branded stories through social media mainly targeting the European market. When the pandemic began, after initially pausing that campaign we finished it by shifting to a domestic market. Last year with matching state co-op money we spent \$5562.50 for the following:
  - Branded story package and digital campaign
  - Destination assessment and script development - outdoor and history in our area
  - Recruiting/managing/reporting of outdoor road trip expert
  - In destination content creation for 2 days by road trip expert (photos/video/story)
  - 1 custom blog story in English translated into French ,German, Italian, bucket list activities 500+ words/photos/video
  - 15-20 high Resolution photos videos optimized for select key markets and transferred to client including rights to use for social media and digital marketing
  - Mobile social content - itinerary integration via social GPS App Untraveled
  - 10 custom Social Media posts/ads targeting road trippers and outdoor enthusiasts in select US drive markets and UK, Germany, France, Italy
  - All travel expenses
  - Media buys - Facebook ad buy to reach approximately 150,000 international road trippers and outdoor enthusiasts in select US drive markets and UK, Germany, France, Italy

This year they are proposing the following for \$6875:

- Similar strategy again with Visit USA Parks, but now focus on domestic until we see international recovery
- We remain flexible and can pause/resume campaigns, based on what will be open next year.
- 3 social media posts for warming up audience -> focus on Summer experiences that are safe.
- 8 retargeting ads to drive traffic back to your website or a specific itinerary that includes the High Country area.
- Audience: Yellowstone enthusiasts, families, couples, retreats
- Estimated reach: 150k potential travelers
- If international is coming back we can adjust the ad sets and focus on Germany, but I would recommend domestic at this point. We will do all our international work pro bono since we have a domestic program in place.

If we would like to keep the budget at last year's total of 5562.50, I can ask them to modify their offer.

3. I have attached to bill board locations to choose from. One is near North Ogden with weekly traffic of 101,533 but it is on the left side of the road . The other is after the turnoff onto I-15 above Tremonton. It is on the right and has weekly traffic of 48,350. They are both \$381.25 per period at the 13 period rate.

Please let me know your thoughts on items 2 and 3. Thanks!

Tami Leonhardt made a motion to go with the Ogden billboard location. Destiny Egley seconded the motion. The motion carried.

The message on the billboard will be basically website address with the concept of wide open spaces in every direction. It will be similar to the ad in the State Travel Guide. Birgitta will send out the figures to council for co-oping on the billboards. With co-ops we can then possibly afford to have two billboards.

### **SEID Magazine Status**

Advertising sales have been great, we could sell more ads. Birgitta will send the council a proof of the magazine before it goes to print hopefully by next week. Birgitta would like to send the magazine to press by Thanksgiving. She pulled a lot of the information from the website. She is trying to cover everything within the region. Tish Dahmen said that this was a huge undertaking for Birgitta. Thank you Birgitta.

### **Website Report**

Webmaster Ann Yearsley of Homeland Web email the website statistics to the council.

- Google searches are up over 300 from last year. 430 were Fire report searches. Most visits came from Idaho then Utah. Most visited pages were Halloween events, outdoor recreation and camping. Newsletter opens were above average. Website is holding firm in spite of Covid-19!
- 70% of visitors are on smart phones.

The website held steady. People were looking for trails. Preston area was the major area searched for hunting and trails. Halloween events were searched as well.

When we promote events during the Covid-19 pandemic we need to stress stay safe and be responsible. People can make the decision whether to attend the events or not. The Halloween trunk or treat event in Pocatello was a success they ran out of candy 30 minutes into the event.

### **Other Business**

#### 1.Video Production Status:

The video is almost done and it focuses on wide open spaces while covering outdoor activities, trails, fishing and byways. Birgitta has been working with Matt on the video and she said that it is awesome. We have paid \$3700.00 to date, still owe for editing. There is a separate video for Lava Hot springs Chamber of Commerce which HCT will co-op with the video.

2.Lava Hot Springs Chamber of Commerce Brochure-Rack card: The Chamber was approved for \$1,000.00 from the Small Community Advertising Program. Covid-19 hit which caused a change in the brochure reprint process. The Chamber has decided that they would like to do a rack card in place of the brochure. The rack card will be geared toward the winter season. They are getting a price quote from Bonefrog Creative-Michael Waite. Certified Folder will distribute the rack card. Sherril asked if it is ok for them to change from a brochure to a rack card? Destiny Egley replied that it will be ok due to it would still qualify as collateral material.

1<sup>st</sup> bid \$680.00 10,000  
design cost 300.00  
Total 980.00

2<sup>nd</sup> bid \$890.00 10,000

The Small Community Brochure Program requires 12.5 percent of total cost from Chamber toward the project.

3.Pictures-Chambers. Do Chambers have access to the pictures on our website? Ann Yearsley can give you the information of how you can access the pictures on our website. Photo requests need to go through Ann Yearsley. Andrea Rayburn mentioned that just because a picture in on a website doesn't mean that you can copy and paste the photo.

### **Next Meeting**

The next meeting will be held on January 20, 2021.

### **Adjourn**

Dan Lau made a motion to adjourn the meeting, Destiny Egley seconded the motion. The meeting was adjourned at 11:37am.

Minutes by:

Bridget Losee

HCT Secretary