



# Southeast Idaho High Country Tourism May 15, 2024 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on May 15, 2024 at the Lava Hot Springs Foundation Board Room 430 E. Main Street Lava Hot Springs, Idaho.

## Welcome and Introductions

President Tami Leonhardt called the meeting to order and welcomed all in attendance.

## Present

President Tami Leonhardt, Vice President Molly Beseris, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Tish Dahmen, Kristen Jensen, Jeff Glissendorf, Blu Sullivan, Tyson Koester, Sherill Tillotson. Guests: Ann Yearsley and Birgitta Bright.

## Herrmann Global Presentation

Presentation

- **WHAT THE MEDIA TELL YOUR MARKETS ABOUT YOU:** Learn how to strengthen/mitigate your reputation. Identify key media outlets and potential partners. Tap into millions of online global sources.
- **DISCOVER WHAT TRAVELERS LOOK FOR IN YOUR DESTINATION:** Determine your top attractions, locations & activities. Identify travelers' search patterns and peak seasons. Tap into the world's largest organic search source
- **DETERMINE THE VOLUME OF OVERNIGHT VISITORS:** Reveal booking behavior and visitation patterns. Track economic impact of overnight visitation. Tap into the largest source of lodging data.

## International research

### Key takeaways:

- --Searching for distances from SLC to Yellowstone, road trip to Yellowstone, scenic routes SLC to Yellowstone. \*\* *On our International Roundup flyer Birgitta changed distances at the top of our flyer (map side) to SLC Airport to Yellowstone National Park instead of to Teton National Park.*
- --Searches for Craters of the Moon National Monument are up to 1600 Average Monthly Searches +82%YOY in UK, 1900AMS +46%yoy in DACH, and 720AMS +85%yoy in FR. \*\* *On our International Roundup flyer Birgitta extended Hwy 26 out from Blackfoot on our map and added the distance to Craters of the Moon in 78 km (48 miles). She added Craters of the Moon as one of destinations we are centered between in text front and back in addition to YNP, GTNP, SLC, W Yellowstone.*
- --UK market showing a small awareness in Napoleon Dynamite at 20-year anniversary.
- --FR market interest in Rodeos and museums.\*\* *On our International Roundup flyer, I added a picture of Preston Rodeo to front and mentioned rodeos all summer in copy.*

## Minutes-Action Item

The April 17, 2024 meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve the April 17, 2024 meeting minutes, Tish Dahmen seconded the motion. The motion carried unanimously.

## Financial Status Report-Action Item:

Destiny Egley presented and reported on the following financial reports.

SOUTHEAST IDAHO HIGH COUNTRY			05/14/24
<b>MONTHLY EXPENSE REPORT</b>			
<b>BANK BALANCE FORWARD</b>			<b>\$ 12,090.22</b>
<b>DEPOSITS/REIMBURSEMENTS</b>			
	DEPOSIT - RFF #5 2023 Grant		\$ 29,211.26
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	<b>Total Deposits</b>		<b>\$ 29,211.26</b>
<b>EXPENSES</b>			
	Advertising - Forrest Design Group	\$ 22,869.85	
	Century Link & Lumen - Telephone & Long Distance	\$ 76.12	
	Website - Homeland Web	\$ 1,008.84	
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 91.31	
	Genuine Letter - Social Media Management	\$ 775.00	
	Mikes Market & LHSF - Meeting snacks and drinks	\$ 23.65	
	Madden Media - website G4 google analytics work on website	\$ 5,000.00	
	Eruption Brewery & Bistro - IRU FAM Tour with Katie Pegan	\$ 174.83	
	Unicomm, Inc - 2025 Booth registration for Dallas, TX show	\$ 4,445.00	
	Hyatt Place - Lodging for Destiny for Grant Presentation in Boise	\$ 159.95	
	Country Inn & Suites - Lodging for Tish for Boise Expo - Billing V.P.	\$ 344.92	
	The Butterfly Haven - Idaho Falls Magazine co-op	\$ 632.50	
	Molly Beseris - IRU Round up travel reimbursement	\$ 1,095.33	
	Onspot social - email collection app	\$ 35.00	
	Destiny Egly - Travel Reimbursement for Grant Presentation	\$ 486.25	
		\$ -	
		\$ -	
	<b>TOTAL EXPENDITURES</b>	<b>\$ 37,218.55</b>	
<b>BANK ENDING BALANCE</b>			<b>\$ 4,082.93</b>
Account Details As of 5/14/2024			
<u>IRELAND BANK</u>			
<u>E\$\$ENTIAL CHECKING ACCOUNT</u>			
<u>*****2529</u>			
			<u>\$17,537.87</u>

Register: IRELAND BANK CHECKING								
From 04/13/2024 through 05/14/2024								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
4/17/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Go-ID fulfillment sent Canada, Sweden, Chile	8.7	X		12,081.52
4/17/2024	DB	Mike's Market	Meeting Meals	April meeting refreshments	21.55	X		12,059.97
4/17/2024	DB	Lava Hot Springs Foundation	Meeting Meals	April meeting waters	2.1	X		12,057.87

4/24/2024	3002	Century Link	Accounts Payable	Phone line charges 2023 Grant RFF #6	76.12			11,981.75
4/24/2024	3003	Madden Media	Accounts Payable	GA4 Google website setup w/Ann 2023 Grant RFF #6	5,000.00			6,981.75
4/24/2024	3004	Genuine Letter	Accounts Payable	March social media management 2023 Grant RFF #6	775			6,206.75
4/25/2024	DB	Eruption Brewery & Bistro	FAM Tours/Site Visits	International IRU Fam tour with Katie Pegan 2023 Grant RFF #6	174.83	X		6,031.92
4/29/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	International GOID requests	9.37	X		6,022.55
4/30/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Sent 3 boxes of brochures fulfillment 2023 Grant RFF #6	53.25	X		5,969.30
5/1/2024		Deposit	GRANT AWARD	Deposit RFF #5 2023 Grant			29,211.26	35,180.56
5/1/2024	3005	Forrest Design Group	Accounts Payable	Invoices 1512-1514	11,056.25			24,124.31
5/1/2024	3006	Unicomm, LLC	Accounts Payable	Dallas TX travel show registration for March 2025 - 2023 Grant RFF #6	4,445.00			19,679.31
5/2/2024	DB	Hyatt Place	Administration	1 night stay Destiny for Grant Presentation in Boise for 2024 Grant	159.95			19,519.36
5/6/2024	DB	Country Inn & Suites	Trade & Travel Shows	Boise Expo lodging for Tish	344.92			19,174.44
5/6/2024	3007	Molly Beseris	Trade & Travel Shows	Travel show IRU reimbursement, mileage, per diem and hotel	1,095.33			18,079.11
5/6/2024	3008	Destiny Egley	Administration	Grant Presentation travel and per diem to Boise ID	486.25			17,592.86
5/8/2024	DB	Onspotsocial.com	Trade & Travel Shows	Email collection app monthly fee 2023 Grant RFF #6	35			17,557.86
5/9/2024	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	19.99			17,537.87
5/14/2024	3009	the Butterfly Haven	Accounts Payable	Idaho Falls visitors guide co-op ad1/3rd pg 2023 RFF #6	632.5			16,905.37
5/14/2024	3010	Homeland Web	Accounts Payable	April website management, newsletter, design 2023 Grant RFF #6	1,008.84			15,896.53
5/14/2024	3011	Forrest Design Group	Accounts Payable	Invoices 1518-1520	11,813.60			4,082.93

2023 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2023 thru 9/30/2024			RFF's 1-6	5/14/2024
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$ 3,000.00	\$ 910.81	\$ 2,089.19
2.0 Advertising - FDG	Description - Vendors			
2.2 Print Advertising - Mag.	ID State, Pocatello, Am. Rd, Bird, Trade show, NW Travel, Visit IF, Ecom	\$ 23,480.00	\$ 10,671.10	\$ 12,808.90
Collateral Material	Visitors Guide to SEID, Experience SEID Mag., Regional Broch.	\$ 30,560.40	\$ 29,560.40	\$ 1,000.00

<b>2.4 Video Advertising</b>				
Video/Digital	Video creation and photography costs (FDG), Merlin Films	\$ 8,025.53		\$ 8,025.53
OTT (Over the top TV)	Digital/Streaming OTT Datafy	\$ 6,900.00		\$ 6,900.00
2.5 Audio Streaming radio	Pandora, Spotify, Youtube Music, Datafy, SEID Podcasts	\$ 6,900.00		\$ 6,900.00
2.6 Digital Advertising				
Search/Meta Search	SEO & Google Ads, Creative Content & Digital Display & Retargeting, website audit w/google analytics & content	\$ 20,000.00		\$ 20,000.00
PD social display ads/OTA's SEO Ads, google ads, creative content, digital advertising	Miles Media, Brand USA, YMP.com & Bandwango, GAW, ISSUU	\$ 57,610.00	\$ 20,668.75	\$ 36,941.25
10.2 Public Relations	Paid Social Media Campaigns (FDG), content creation and Red Sky Co-op	\$ 5,000.00	\$ 5,000.00	\$ -
Influencer Engagement	Social Media Influencer content and blog (Forrest Design Group)	\$ 7,500.00		\$ 7,500.00
10.3 Market Research	AirDNA Trend reports & Herrmann Global Intl Travel Origin research	\$ 13,125.00	\$ 7,500.00	\$ 5,625.00
	<b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>	<b>\$ 179,100.93</b>	<b>\$ 73,400.25</b>	<b>\$ 105,700.68</b>
<b>5.0 Website - Homeland</b>				
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 250.00	\$ 46.34	\$ 203.66
Domain Name	Annual Fees (Homeland Web)	\$ 200.00	\$ 66.64	\$ 133.36
Technical Upgrade	Web upgrades as needed for google analytics and technology changes	\$ 5,466.40	\$ 5,466.40	\$ -
Maintenance	Website maint., hosting fees, plugins, adding pictures and video to library	\$ 3,500.00	\$ 2,962.50	\$ 537.50
Other -Email newsletters	Email newsletters Homeland Web, GoID or other	\$ 1,533.60	\$ 300.00	\$ 1,233.60
-	<b>TOTAL BUDGET FOR HOMELAND WEB</b>	<b>\$ 10,950.00</b>	<b>\$ 8,841.88</b>	<b>\$ 2,108.12</b>
<b>2.2 Print Advertising</b>				
Collateral Material	Small Community Brochures, trail maps	\$ 3,625.00	\$ 1,125.00	\$ 2,500.00
Fulfillment Costs	Fulfillment costs on postage, stamps.com, CenturyLink long-distance charges	\$ 4,006.25	\$ 1,015.46	\$ 2,990.79
Other - Brochure Dist.	Certified Folder and Bear Brochures Distribution contracts	\$ 7,663.16	\$ 7,663.16	\$ -
<b>2.6 Digital Advertising</b>				\$ -
Other-online advertising	Go Travel Sites - Go-Idaho.com page	\$ 3,395.00	\$ 3,395.00	\$ -
<b>8.0 Trade &amp; Travel Shows</b>				\$ -
Show #1	UT MM, RV Show w/YTT, Dallas Adv. Show, Boise Exp ID Expo	\$ 10,409.39	\$ 13,822.81	\$ (3,413.42)
Show #2 - International	Go West, IRU, RMI, Canadian Snowbird Extravaganza in Arizona	\$ 10,183.42	\$ 10,183.42	\$ -
<b>10.0 Other Allowed Costs</b>				\$ -
10.1 Training & Prof. Dev.				\$ -
ICORT	Member Registrations, Lodging and per diem for ICORT	\$ 2,000.00		\$ 2,000.00
ESTO	Registration - 2024 OHIO August 10 -13	\$ 1,500.00		\$ 1,500.00
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 5,750.00	\$ 2,000.00	\$ 3,750.00
	<b>GRANT TOTAL</b>	<b>\$ 241,583.15</b>	<b>\$ 122,357.79</b>	<b>\$ 119,225.36</b>
	<b>CASH MATCH OBLIGATION</b>	<b>\$ 30,197.89</b>	<b>\$ 5,905.96</b>	<b>\$ 24,291.93</b>

• **2024 Grant Presentation Report**

Grant Administrator Destiny Egley presented the 2024 grant to the ITC (Idaho Travel Council) on May 3, 2024. Destiny reported that the presentation went great. She only had a couple of questions.

**Travel Show Reports**

<u>Travel Show Name</u>	<u>Dates</u>	<u>Attendees and Co-ops</u>
Denver Travel & Adventure	1/20-1/21	VP Jeff
Utah Travel/Morris Murdock	1/24 & 1/26-27	HCT&VP Kristen and Tish
SLC RV Show w/YTT	2/15-2/18	HCT&YTT Kristen, Tish & Bridget
Dallas Travel& Adventure	3/23-3/24	HCT&VP Molly Beseris and Hubby??
Experience Idaho Expo	5/4/2023	HCT Tish &VP Jeff
<b><u>International Shows</u></b>		
International Roundup (IRU)	4/19-4/22	Molly
Snowbird Extravaganza	2/5/2023	HCT& LHSF Destiny and Darwin

Jeff Glissendorf and Tish Dahman were the representatives at the Experience Idaho Expo that was held in Boise on May 4, 2024.

We need order more swag for next years trade shows.

**Website Report**

Webmaster Ann Yearsley reported on the website statistics.

- Total Users are down 1242 from last year.
- Google visits were UP 147.
- Direct visits were UP 169.
- Visits from Idaho (up 290), Utah (up 92) and Arizona (up 166) were UP.
- The most visited pages were the homepage (down 1,666), events, ATV and Recreation pages.
- Datafy ADS sent over 400 visitors.
- Newsletter opens were up 3000 from last month to 14,241 with a 57% open rate.
- Trail Map issues!

New BETA Idaho Summer Trails map is built on the new ArcGIS Experiences App which is replacing their old app that we use. HCT maps are built on the current Idaho trails map and will lose the State trails under layer this fall. The state tech offered to import HCT trail map data, so we won't have to rebuild our maps. (I don't want to spend months learning the new system 🙄). We won't be able to add or edit trails. I will need to update links to all the trails on the website. Our ArcGIS subscription expires July 1st. If the state has not imported trails by then we will need to renew for \$500.

<https://experience.arcgis.com/experience/97a42a2a73c944ba918042faf518c689/>

**PLEASE CHECK YOUR EVENTS on <https://idahohighcountry.org/events/>** 📅

**Advertising Budget Status**

HIGH COUNTRY TOURISM ADVERTISING PLAN 2023-2024 (23-v-1) - FORREST DESIGN GROUP							
5/15/2024	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>2.6 Digital Advertising</b>							
\$ 6,375.00	Miles Media	Canada West Multi-Channel Cmpn	ITC		spring 2024		report mid may
\$ 7,500.00	Programmatic Digital-Passports	promotion of travel passports					pending
\$ 6,250.00	Programmatic Digital-Niche	birding/wellness/other markets					

\$ 9,200.00	Programmatic Digital-Branding	all year-multi campaign			Nov23-Apr24		complete
\$18,125.00	Bandwango-Activity Passports	4					in progress
\$11,625.00	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			win/spr/sum		in progress
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2			win/spr		pending
\$ 1,875.00	Great American West	partnership materials	N/A		annual		ongoing
\$ 5,625.00	MyYellowstonePark.com	Targeted Leads	N/A		12 mos 2024		in progress
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		digital	12 mos 2024		complete
\$ 2,875.00	NW Travel & Life Mag	sponsored/boosted post & email		digital	Jul-24		pending
\$ 660.00	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		active
\$ 3,125.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A		annual		in progress

**subtotal**  
**Digital Advertising**  
**\$77,610.00**

**2.4 Video Advertising**

\$ 8,025.53	Video creation and photography						pending
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				complete

**subtotal**  
**Video Advertising**  
**\$14,925.53**

**2.5 Audio Advertising**

\$ 6,900.00	programmatic audio	spotify/apple/pandora etc		SLC metro	April-May		complete
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**subtotal**  
**Audio Advertising**  
**\$ 6,900.00**

**2.2 Print Advertising**

\$ 6,625.00	NW Travel & Life Mag	2/3 & 1/2 pg road trip/yellowstone			Mar and Jul		March complete
\$30,560.40	Collateral materials/SEID Vis Broc	SE ID Vis Gd Brochure + birding	N/A	40,000	Mar-24		complete
\$ 1,031.25	Pocatello Chamber Mag	Full page, annual publication	BLCVB/Dwnata		Mar-24	2/15/2024	complete
\$ 3,750.00	Visit IF Magazine	Full page, annual publication			Apr-24	3/22/2024	complete

\$ 7,362.50	Econ Dev Reg Mag	Full page, annual publication	VP		May-24		complete
\$ 998.75	208 Things To Do	Full Page summer	N/A		May-24		complete
\$ 5,718.75	2024 Idaho Travel Guide	Full page ad	N/A		annual		

**subtotal**  
**Print**  
**Advertisin**  
**g**  
**\$56,046.65**

**10.2 PR/Social Media**

\$ 5,000.00	Red Sky PR co-op	Targeted Promotion: Wellness					in progress
\$ 7,500.00	Social Media Influencer & content	co-op w Visit Pocatello			sum/fall		pending

**subtotal**  
**PR/Social**  
**Media**  
**\$12,500.00**

**10.3 Market Research**

\$ 9,375.00	AirDNA- Trend Reports	Future Pacing, Mkt Sum, Trav Origin	N/A				in progress
\$ 3,750.00	Herrmann Global	International Trav origin research	VP 50/50		report may mtg		complete

**subtotal**  
**Market**  
**Research**  
**\$13,125.00**

**\$ 181,107.18**  
**Total**  
**Obligated**

**\$ 181,107.18**  
**Total**  
**Budget**

**\$ 0.01**  
**Total**  
**Remaining**

**Other Business**

None.

**Schedule Next Meeting**

There will be no June or July meetings, The next meeting will be held on August 21, 2024 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

**Adjourn**

The meeting was adjourned at 12.24pm.

Minutes by Bridget Losee  
HCT Secretary