



Southeast Idaho High Country Tourism January 8, 2025 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on January 8, 2025 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, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Darlene Downs, Tish Dahmen, Kristen Jensen, Jeff Glissendorf, Guests: Birgitta Bright, Emilee Vaden, Ann Yearsley and MaryDawn Barnard.

Minutes-Action Item

The November 20, 2024 meeting minutes were emailed to the council for review. Tami Leonhardt made a motion to approve the November 20, 2024 meeting minutes, Darlene Downs seconded the motion. The motion carried unanimously.

Election of Officers

2025 Officers

Tami Leonhardt-President

Molly Beseris-Vice President

Emilee Vaden-Secretary

Destiny Egley-Treasurer-Grant Administrator

Destiny Egley made a motion to retain the same officers as in 2024 except for Emilee Vaden as secretary. Darlene Downs seconded the motion. The motion carried unanimously.

Financial Status Report-Action Item:

Destiny Egley reported on the current financial status reports.

SOUTHEAST IDAHO HIGH COUNTRY		01/07/25
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$ 6,682.73
DEPOSITS/REIMBURSEMENTS		
	DEPOSIT - RFF #10 2023 Grant	\$ 30,284.93
	DEPOSIT - RFF #11 2023 Grant	\$ 17,541.56
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	Total Deposits	\$ 47,826.49
EXPENSES		
	Advertising - Forrest Design Group	\$ 34,721.10
	Century Link & Lumen - Telephone & Long Distance	\$ 159.49
	Website - Homeland Web	\$ 575.00
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 265.47

	Genuine Letter - Social Media Management	\$	1,050.00	
	Mikes Market & LHSF - Meeting snacks and drinks	\$	14.52	
	Medipac - international fee for Snowbird AZ show	\$	12.94	
	Lava Chamber of Commerce - ID State Travel Guide co-op	\$	2,500.00	
	Malad Chamber of Commerce - Display Case Advertising 1 yr	\$	600.00	
	Good News LLC - Bear Brochures contract	\$	660.00	
	Modern Expo Display - Power for UT Travel Expo Sandy only	\$	117.98	
	Hyatt Place - Lodging reservations for UT Travel & SL RV shows	\$	964.19	
	Expo Event Services - Chairs ordered for Dallas Adv. Show	\$	244.65	
	Certified Folder Display - Annual contract for brochure distribution	\$	7,317.26	
	Office Max - Office supplies	\$	245.18	
	Onspot Social - monthly fee for email collection app	\$	35.00	
	Molly Beseris - Reimb. for flight for Dallas Adventure show	\$	438.08	
	TOTAL EXPENDITURES	\$	49,920.86	
	BANK ENDING BALANCE			\$ 4,588.36
	<u>Account Details As of 1/7/2025</u>			
	IRELAND BANK			
	<u>E\$SENTIAL CHECKING ACCOUNT</u>			
	*****2529			
	\$23,379.45			

Register: IRELAND BANK CHECKING								
From 11/20/2024 through 01/07/2025								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
11/20/2024	DB	Mike's Market	Meeting Meals	November meeting	14.52	X		7,961.81
11/22/2024	DB	Walmart	Administration:Supplies	Storage totes for files and brochures for travel shows	59.24	X		7,902.57
12/2/2024			GRANT AWARD	Deposit RFF #10 2023 Grant		X	30,284.93	38,187.50
12/4/2024	DB	Office Max	Administration:Supplies	Stamps, notepads, label maker for tradeshow stuff and files 2023 Grant RFF #11	185.94	X		38,001.56
12/5/2024	DB	Medipac	Accounts Payable	AZ snowbird show pd partial down May 2024 2023 Grant RFF 8 voided check #3042	1,293.60	X		36,707.96
12/5/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	10 boxes to Bear Brochures for distribution contract 2023 grant Fulfillment	242.5	X		36,465.46
12/5/2024	DB	Medipac	Trade & Travel Shows	International canadian fee for AZ show booth 2023 Grant	12.94	X		36,452.52
12/5/2024	3042	Void Check	Miscellaneous	Sent check to Medipac never cleared. Paid by phone		X		36,452.52
12/5/2024	3045	Century Link	Accounts Payable	Phone line charges 2023 Grant Admin RfF #11	76.91	X		36,375.61
12/5/2024	3046	Void Check	Miscellaneous			X		36,375.61
12/5/2024	3047	Lumen	Accounts Payable	208-776-5155 903B	0.67	X		36,374.94
12/5/2024	3048	Lava Chamber of Commerce	Accounts Payable	Lava Chamber ad co-op in Idaho State Travel Guide 2023 Grant RFF #11	2,500.00	X		33,874.94
12/5/2024	3049	Homeland Web	Accounts Payable	Webdesign,management 2023 Grant RFF #11	575			33,299.94
12/5/2024	3050	Forrest Design Group	Accounts Payable	Bandwango Wellness pass campaign 2023 Grant RFF #10	17,500.00	X		15,799.94

12/5/2024	3051	Malad Chamber of Commerce	Accounts Payable	Cherry Creek Visitors Center display 2024 Grant RFF #2 prorated	600	X		15,199.94
12/5/2024	3052	Good News, LLC	Accounts Payable	Annual brochure distribution for Pocatello Area Cash Match	660	X		14,539.94
12/11/2024	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthl service fee	19.99	X		14,519.95
12/13/2024	DB	Modern Exposition Services	Trade & Travel Shows	Power for UT travel expo 2024 Grant RFF #3	117.98	X		14,401.97
12/13/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Fulfillment to Ukraine	2.98	X		14,398.99
12/19/2024	DB	Hyatt Place	Trade & Travel Shows	Lodging for UT Travel Expo and RV show in Sandy UT Jan &Feb. 2024 Grant RFF #3	964.19	X		13,434.80
12/30/2024		Lumen	Accounts Payable	QuickBooks generated zero amount transaction for bill payment stub		X		13,434.80
12/31/2024		Deposit	GRANT AWARD	Deposit RFF #11 2023 Grant		X	17,541.56	30,976.36
12/31/2024	DB	Expo Event Services	Trade & Travel Shows	Chairs ordered for Dallas Adv show 2024 Grant RFF	244.65	X		30,731.71
12/31/2024	3053	Century Link	Accounts Payable	Phone line charges 2023 Grant RFF Final	81.91			30,649.80
12/31/2024	3054	Genuine Letter	Accounts Payable	Social media management Oct. & Nov. 2023 Grant RFF Final	1,050.00			29,599.80
12/31/2024	3055	Forrest Design Group	Accounts Payable		17,221.10			12,378.70
12/31/2024	3056	Certified Folder Display	Accounts Payable	04-0031655	7,317.26			5,061.44
1/7/2025	DB	Onspotsocial.com	Trade & Travel Shows	email collection app mo. fee 2024 Grant RFF #3	35			5,026.44
1/7/2025	3057	Molly Beseris	Trade & Travel Shows	Flight for Dallas Adventure show in March 2024 Grant	438.08			4,588.36

2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 9/30/2025			RFF's #'s 1- 2	1/7/2025
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$ 2,500.00	\$ 58.33	\$ 2,441.67
2.0 Advertising - FDG	Description - Vendors			
2.2 Print Advertising - Mag.	ID State, Pocatello Chamber, Am. Rd,NW Travel, Great Am. West, Visit IF, Living Bird Mag,Econ.Dev., Yellowstone, Travel show ads	\$ 26,000.00		\$ 26,000.00
Collateral Material	Visitors Guide to SEID, Experience SEID Mag., Regional Broch.	\$ -		\$ -
2.4 Video Advertising				
Video/Digital	Video creation & photography FDG, Merlin Films, Short form videos	\$ 10,000.00		\$ 10,000.00
OTT (Over the top TV)	Digital/Streaming OTT Datafy & Short form video campaigns	\$ 13,000.00		\$ 13,000.00
2.5 Audio Streaming radio	Apple, Pandora, Spotify, Youtube Music, Datafy	\$ 5,000.00		\$ 5,000.00
Other	SEID Podcasts on Apple, Spotify, iHeartRadio	\$ 2,500.00		\$ 2,500.00
2.6 Digital Advertising				
Search/Meta Search	SEO & Google Ads, Creative Content & Digital Display Advertising & Retargeting, website audit w/google analytics & content	\$ 23,000.00		\$ 23,000.00
PD social display ads/OTA'sSEO Ads, google ads, creative content, digital advertising	Datafy, Miles Media, Brand USA, Herrmann Global, MyYellowstonePark.com, Great Am. West, NW Travel,Bandwango	\$ 50,500.00		\$ 50,500.00
Email Marketing	NW Travel, Am. Rd. Mag., YellowstonePark.com email programs	\$ 13,550.00		\$ 13,550.00
9.0 Capital -Trade Show	2 - Tradeshow tablecloths	\$ 500.00		\$ 500.00

10.2 Public Relations	PD Social Media Camp.(FDG),content creation& Red Sky Co-op	\$ 5,000.00		\$ 5,000.00
Influencer Engagement	Social Media Influencer content and blog (Forrest Design Group)	\$ 6,500.00		\$ 6,500.00
10.3 Market Research	AirDNA Trend reports & Herrmann Global Intl Travel Origin research	\$ 5,000.00	\$ 5,000.00	\$ -
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$ 160,550.00	\$ 5,000.00	\$ 155,550.00
5.0 Website - Homeland				
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 250.00		\$ 250.00
Domain Name	Annual Fees (Homeland Web)	\$ 200.00		\$ 200.00
Technical Upgrade	Upgrades google analytics, technological, stats, data programs	\$ 5,500.00		\$ 5,500.00
Maintenance	Maint. incl. hosting, plugins, pictures, video library & landing pages	\$ 7,285.23		\$ 7,285.23
Other -Email newsletters	Promotional campaign web landing pages including newsletter creation and management	\$ 2,000.00		\$ 2,000.00
-	TOTAL BUDGET FOR HOMELAND WEB	\$ 15,235.23	\$ -	\$ 15,235.23
OTHER PROJECT BUDGETS				
2.2 Print Advertising				
Collateral Material	Small Community Brochure co-ops and regional brochures	\$ 7,500.00		\$ 7,500.00
Fulfillment Costs	Postage, Stamps.com, Broch. Distrib. of broch., long distance fees	\$ 3,000.00		\$ 3,000.00
Other	Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek	\$ 10,000.00	\$ 7,834.73	\$ 2,165.27
2.6 Digital Advertising				\$ -
Other-online advertising	Go Travel Sites - Go-Idaho.com page ads & email response	\$ 3,395.00	\$ 3,395.00	\$ -
8.0 Trade & Travel Shows				
Show #1	UT & St. George MM show, RV Show, Dallas Adv., Boise ID Expo,	\$ 10,500.00		\$ 10,500.00
Show #2 - Intl.	IRU - International Round Up, Canadian Snowbird Show in AZ	\$ 9,000.00		\$ 9,000.00
9.0 Capital Outlay				
Trade Show Booth	Storage totes supplies to haul supplies for shows	\$ 105.00		\$ 105.00
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				
ICORT	Member Registrations, Lodging and per diem for ICORT	\$ 2,000.00		\$ 2,000.00
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 9,000.00		\$ 9,000.00
	GRANT TOTAL	\$ 232,785.23	\$ 16,288.06	\$ 216,497.17
	CASH MATCH OBLIGATION	\$ 29,100.00	\$ 1,307.53	\$ 27,792.47

Membership dues invoices have been sent to the council.

Darlene Downs made a motion to approve the financial status report as presented, Tami Leonhardt seconded the motion. The motion carried unanimously.

Travel Shows and Representatives

Travel Show	Date	Location	Representative	Giveaway Pkg
Denver Travel& Adventure		Denver Colorado	Jeff	Pocatello
Utah-Morris Murdock	1/22/2025	St George Utah	Kristen	BLCVB
Utah-Morris Murdock	1/24-25,2025	SLC B#606	Kristen-Tish	BLCVB
SLC-Sandy RV Show/YTT	2/13-16,2025	Sandy Utah B#TBA	Kristen Tish Bridget	Downata
Dallas Adventure Show	3/22-23,2025	Dallas,TX B#472	Molly	Pocatello
Experience Idaho Expo	5/3/2025	Boise, daho B#TBA	Destiny	Blackfoot
IRU International Roundup			Tami Leonhardt BLCVB funded	
Snowbird Extravaganza	1/14/2025	Phoenix AZ	Destiny	Lava

The council discussed attending different trade shows next year. The Dallas show is expensive, it is costing approximately \$10,000 to attend this year.

Small Community Brochure program co-op requests-Action Item

Requests:

- Blu Sullivan-BL Chamber requesting \$2,000.00

- Lava Hot Springs Chamber of Commerce requesting \$2,500.00

Darlene Downs made a motion to approve the two brochure co-op requests, Jeff Glissendorf seconded the motion. The motion carried unanimously.

Small Community Advertising program co-op requests-Action Item

Requests:

- Tish Dahmen-Yellowstone Magazine Total \$3,895.00 requesting \$1,947.50.

Destiny Egley made a motion to approve the request of \$1,947.50 for the Yellowstone magazine ad, Jeff Glissendorf seconded the motion. The motion carried unanimously.

Website Report-Ann Yearsley

- Total Users are down 1,996 from last year.
- Google visits were UP 558!
- Direct visits were down 249!
- State visits from Idaho up 126, Utah up 192 and Colorado down 78.
- Most visited pages were Events, homepage, Bear River Hot Springs.
- Newsletter Way UP! Open Rate: **47.77%**. Unique Opens 12,632. Unique Clicks 227, Unsubscribes 309.
- 2024 Yearly stats: Total Users are DOWN 9000 from last year.
- Facebook visits from Ads were down about 7,000. We have a lot of great posts on FB but visitors aren't clicking to the website. Should posts link back to the HCT website? Facebook has 6.3K likes and 6.6K followers.
- Facebook ads or posts about Snowmobiling linking to Snowmobile Trails page?

Genuine Letter Studio Report-MaryDawn

Social Media report.

- Facebook and Instagram- Christmas Ads were a big hit. There is a lot going on from November to December.
- MaryDawn creates a lot of posts from the website events page.
- Social media is on their own time the algorithm is specific to each post. The platforms are seeing how interested the customers are engaged in the posts.
- Events and activities are top promotional pieces for posting on social media. She tried to create variety of each region.
- Council should be liking and sharing thoughtfully the posts to get more exposure. Be Socially aware.
- Scheduled post for specifically times, don't post on top of the post. The original post will get buried.
- Broader scope of posts for each interest. Such as specific events from each location. But to include the entire region.
- Council members get your events to Ann so that she can update the website.

Advertising Budget Status-Birgitta Bright

Birgitta Bright reported on the advertising budgets current status.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP						
1/8/2025	HCT	DESCRIPTION	CO-OP	RUN DATE	STATUS	
2.6 Digital Advertising						
\$ 6,375.00	Miles Media	Canada West Multi-Channel Cmpn	ITC	spring 2025	report mid may 25	
\$ 7,500.00	Programmatic Digital	promotion of travel passports				
\$ 5,000.00	Programmatic Digital	birding/wellness/other markets				
\$ 9,200.00	Programmatic Digital	Annual Brand Campaign		Nov24-Apr25	ongoing	

\$ 16,875.00	Social Media Mirroring campaign	geo target	N/A	Jan-May Sep-Dec	ongoing
\$ 7,500.00	Madden Media State Co-ops	Silver Content Package			
\$ 7,493.75	Bandwango-Activity Passports	unlimited			
\$ 11,625.00	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads		win/spr/sum	
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2		win/spr	
\$ 1,875.00	Great American West	partnership materials	N/A	annual	ongoing
\$ 5,625.00	MyYellowstonePark.com	Targeted Leads	N/A	12 mos 2025	
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		12 mos 2025	
\$ 1,215.00	ISSUU.COM	Subscription for EXP SE ID Mag	N/A	annual	
\$ 2,875.00	NW Travel & Life Magazine	Sponsored social & dedicate e-news		Jul	
\$ 2,500.00	Paid Social Media Advertising	Boost FB IG	N/A	annual	
\$ 90,033.75	subtotal Digital Advertising				
2.4 Video Advertising					
\$ 7,500.00	Video creation and photography	multiple 7 sec for social			
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A		
\$ 14,400.00	subtotal Video Advertising				
2.5 Audio Advertising					
\$ -					
\$ -	subtotal Audio Advertising				
2.2 Print Advertising					
\$ 6,625.00	NW Travel & Life Magazine	2/3 pg and 1/2 pg		mar/apr jun/jul	
\$ 18,750.00	Collateral materials	Misc Brochures	N/A		
\$ 4,218.75	1889 Washington Mag	Outdoors 1/2 pg + e news banner		Jun/Jul	
\$ 4,218.75	1859 Oregon Mag	Outdoors 1/2 pg + e news banner		Jun/Jul	
\$ 1,031.25	Pocatello Chamber Mag	Full page, annual publication	BLCVB?/Dwnata?	Mar-25	
\$ 3,750.00	Visit IF Magazine	Full page, annual publication		Apr-25	
\$ 1,997.50	208 Things To Do	Full Page winter/summer	BLCVB/Downata	May-25	
\$ 6,750.00	2025 Idaho Travel Guide	Full page ad	N/A	annual	
\$ 47,341.25	subtotal Print Advertising				
10.2 PR/Social Media					

	\$ 7,500.00	Social Media Influencer & content	focus on attractions/outdoors	Visit Pocatello?	fall	
	\$ 7,500.00	subtotal PR/Social Media				
	10.3 Market Research					
	\$ 5,000.00	Short Term Rental Data	2023-2024 contract	N/A		ongoing
	\$ -					
	\$ 5,000.00	subtotal Market Research				
	\$ 164,275.00	Total Obligated				
	\$ 181,107.18	Total Budget				
	\$ 16,832.18	Total Remaining				

Swag update

Woven Totes #1000 \$1,250.00
Floating Key chain #300 \$308.00
Bottle opener metal#1000 \$1,150.00
Whistle Keychain #1000 \$1,625.00
Total \$4,333.00

Other Business

- Jeff Glissendorf-big foot video-stickers. They are having stickers at their trade shows in place of swag. Travis Wilson is the creator of the videos for Visit Pocatello. He is trying to coordinate with groups for events and activities to do in the region. Any discount for package deals that he can offer at events.
- The Visit Pocatello visitors center is remodeling. Jeff wants to designate areas for each Community-event in the region, such as HCT, LHSF etc.

Schedule Next Meeting

The next meeting will be held on February 19, 2025 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Kristen Jensen seconded the motion. The meeting was adjourned 12:22 pm.

Minutes by.
Bridget Losee
HCT Secretary