

Southeast Idaho High CountryTourism April 17, 2019 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday April 17, 2019 at 9:00 am, at the Chuckwagon Restaurant 211 E. Main Street in Lava Hot Springs, Idaho.

Present

In attendance were officers: President Devanee Morrison, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Shawn Oliverson, Tami Leonhardt, Darlene Downs and Dan Lau, Guests: Ann Yearsley and Matt Hunter.

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 March 20, 2019 meeting minutes. After review; Destiny Egley made a motion to approve the minutes, Darlene Downs seconded the motion. The motion carried unanimously.

Financial Status Report

Grant Administrator Destiny Egley reported on the financial status. She went over the following reports;

| SOUTHEAST IDAHO HIGH COUNTRY | | | | 04/16/1 |
|---|-----|----------|----|-----------|
| MONTHLY EXPENSE REPORT | | | | |
| | | | | |
| BANK BALANCE FORWARD | | | \$ | 35,294.57 |
| _ | | | | |
| DEPOSIT - Lava Chamber of Commerce MM show co-op | | | \$ | 530.57 |
| DEPOSIT - Downata Hot Springs Zions Bank co-op | | | \$ | 208.34 |
| DEPOSIT - American Falls Chamber membership dues | | | \$ | 200.00 |
| DEPOSIT - LHS Foundation Radio ad co-op February | | | \$ | 375.00 |
| DEPOSIT - | | | \$ | - |
| DEPOSIT - | | | \$ | _ |
| DEPOSIT - | | | \$ | _ |
| Total Deposits | | | \$ | 1,313.91 |
| EXPENSES | | | | , |
| Advertising - Forrest Design Group | \$ | 2,607.00 | - | |
| Century Link - Telephone & Long Distance April | \$ | 48.69 | | |
| Website - Homeland Web | \$ | 787.50 | | |
| Postage & Delivery - Fulfillment & Stamps.com fees | \$ | 234.24 | | |
| Meeting - Chuckwagon monthly meeting - March | \$ | 20.00 | | |
| Ron Gardner - Social Media Management | \$ | 200.00 | | |
| Idaho Potato Museum - Advertising and Brochure co-ops | \$ | 1,875.00 | | |
| Idano Potato Museum - Advertising and Brochure co-ops | Φ | 1,075.00 | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTAL EXPENDITURES | \$ | 5.772.43 | | |
| BANK ENDING BALANCE | ΄ Ψ | J,112.4J | \$ | 30,836.05 |
| ANTE ENDING BALANGE | | | Ψ | 50,050.05 |
| Account Details As of 4/16/2019 | | | | |
| IRELAND BANK | | | | |
| E\$\$ENTIAL CHECKING ACCOUNT | | | | |
| ******2529 | | | | |

| \$36.627.83 | |
|-------------|--|

| Register: IRELA | ND BANK C | HECKING | | | | | | |
|------------------------------------|-----------|--------------------------------|--------------------|--|-------|---|---------|-----------|
| From 03/20/2019 through 04/16/2019 | | | | | | | | |
| Sorted by: Date, Type, Number/Ref | | | | | | | | |
| Date | Number | Payee | Account | Memo Payment | | С | Deposit | Balance |
| | | Lava Hot Springs | | | | | | |
| | | Chamber of | Accounts | | | | | |
| 3/20/2019 | | Commerce | receivable | MM show co-op | | Χ | 530.67 | 35,825.24 |
| 3/20/2019 | DB | Chuckwagon | Meeting Meals | March meeting 20 | | Х | | 35,805.24 |
| | | Downata Hot | Accounts | | | | | |
| 3/25/2019 | | Springs | receivable | Zions Bank Co-op ad | | Χ | 208.34 | 36,013.58 |
| | | | Fulfillment-Direct | | | | | |
| | | | Mail & | | | | | |
| 3/28/2019 | DB | USPS-Postmaster | Email:Postage | Info packet sent UK | 3.12 | Х | | 36,010.46 |
| | | _ | Fulfillment-Direct | postage on account for | | | | |
| 4/1/2019 | DB | Stamps.com | Mail & Email | fulfillment | 100 | | | 35,910.46 |
| | | | Fulfillment-Direct | 2 h | | | | |
| 4/4/2040 | D.D. | LICOC Devilerantes | Mail & | 2 boxes of brochures sent to | 62.4 | | | 25.040.26 |
| 4/1/2019 | DB | USPS-Postmaster American Falls | Email:Postage | visitor's center | 62.1 | | | 35,848.36 |
| | | Chamber of | Accounts | | | | | |
| 4/4/2019 | | Comm | receivable | 2019 Membership dues | | | 200 | 36,048.36 |
| 4/4/2019 | | Comm | Fulfillment-Direct | 2019 Membership dues | | | 200 | 30,048.30 |
| | | | Mail & | | | | | |
| 4/8/2019 | DB | USPS-Postmaster | Email:Postage | Info packets sent | 53.13 | | | 35,995.23 |
| 1, 5, 2525 | | | Fulfillment-Direct | Fulfillment monthly service | | | | 25,000.25 |
| 4/10/2019 | DB | Stamps.com | Mail & Email | fee | 15.99 | | | 35,979.24 |
| | | Lava H.S. | Accounts | | | | | • |
| 4/15/2019 | | Foundation | receivable | Radio ad co-op | | | 375 | 36,354.24 |
| 4/16/2019 | 2572 | Century Link | Accounts Payable | 208-776-5155 903B | 0.74 | | | 36,353.50 |
| | | Idaho Potato | · | | | | | |
| | | Museum & Gift | | Brochure co-op 2018 Grant | | | | |
| 4/16/2019 | 2573 | Shop | Accounts Payable | RFF #2 | 500 | | | 35,853.50 |
| | | | | Social Media management | | | | |
| 4/16/2019 | 2574 | Ron Gardner | Accounts Payable | 2018 Grant RFF #2 200 | | | | 35,653.50 |
| | | Idaho Potato | | Co-op w/Idaho Potato | | | | |
| | _ | Museum & Gift | | Museum, Yellowstone ad | | | | |
| 4/16/2019 | 2575 | Shop | Accounts Payable | 2018 Grant RFF #3 1,375.00 | | | | 34,278.50 |
| 4/46/2015 | 2572 | Forrest Design | | Feb. radio w/LHSF 2018 Grant | | | | 04 6-1 |
| 4/16/2019 | 2576 | Group | Accounts Payable | RFF #3 2,607.00 | | | | 31,671.50 |
| 4/16/2019 | 2577 | Homeland Web | Accounts Payable | March website maint. etc. 2018 Grant RFF #2 | 787.5 | | | 30,884.00 |
| | | | Accounts Payable | | | | | · |
| 4/16/2019 | 2578 | Century Link | Accounts Payable | 208-776-5155 903B | 47.95 | | | 30,836.05 |

| 18-V-1 2018 GRANT | | | | Grant 8/1/18 -9/30/19 | | 4/16/2019 |
|--|----------------------|--------------------|-------------|-----------------------|-------------|--------------------|
| <u>ELEMENTS</u> | AWARDED | AMENDED | RCVD YTD | NEXT RFF | OBLIGATED | <u>AVAILABLE</u> |
| Administration | \$ 12,000.00 | | \$ 282.29 | | | \$11,717.71 |
| Advertising-Co-ops-Collateral | \$ 75,697.00 | \$79,597.00 | \$13,548.65 | \$ 7,357.00 | | \$58,691.35 |
| Direct Mail & Email Mktg & Fulfillment | \$ 10,000.00 | | \$ 800.34 | \$ - | | \$ 9,199.66 |
| Website | \$ 12,200.00 | | \$ 3,042.86 | \$ - | | \$ 9,157.14 |
| Fam Tours & Site Visits | \$ 1,500.00 | | \$ - | | \$ 1,500.00 | \$ - |
| Sponsorships | \$ 3,000.00 | \$ - | \$ - | | | \$ - |
| Trade and Travel Shows | \$ 12,000.00 | | \$ 6,332.48 | \$ - | | \$ 5,667.52 |
| Capital Outlay & Software | \$ 500.00 | | \$ - | | | \$ 500.00 |
| Training & Professional Development | \$ 1,500.00 | \$ 600.00 | \$ - | | \$ 600.00 | \$ - |
| <u>TOTALS</u> | <u>\$ 128,397.00</u> | <u>\$80,197.00</u> | \$24,006.62 | \$ 7,357.00 | \$ 2,100.00 | <u>\$14,736.38</u> |
| *Match requirement for year is - | \$ 16,050.00 | | | | | |
| YTD Match received for year is - | \$ 5,468.36 | | | | | |
| Match Balance | \$ 10,581.64 | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | - |
| NOTES: | Most liked posts fo | or March, 2019 | | | | |

| 1,855 - 03/06 - arti | cle about visiting | LHS on a blog ca | lled One Swell Adventure. | |
|---|---------------------|------------------|---------------------------|--|
| 513 - 03/20 - First | day of Spring - vie | ew the Supermoo | n. | |
| 493 - 03/26 - you deserve a great vacation in SE Idaho. | | | | |
| 439 - 03/12 - Anglers alert - trout being stocked at American Falls | | | | |
| 396 - 03/07 - cold | ront & band of si | now coming on F | riday morning. | |

Trial Blog-Oxford Peak. Darlene Downs mentioned that she has seen a blog on trails. thetrekplanner.com

Dan Lau made a motion to approve the financial report, Darlene Downs seconded the motion. The motion carried unanimously.

Darlene Downs told the council that at the Calgary Show there was a booth that had view masters with slides of their area photos. It would be something that we could do for our region to have at the travel shows.

Advertising Budget Status

| Hi | gh Country | Tourism Marketing F | Plan 2018-2019 (18-v-1 |) | | |
|----|------------|-----------------------------------|---|-----------------------|-----------------------------------|-------------------------|
| • | 4/17/2019 | ADVERTISING ITEM | DESCRIPTION | co-op partners | CIRCULATION | RUN DATE |
| \$ | 10,931.25 | Herrmann Global | Branded story pkg & pd digital | Visit Idaho Co- op | 1.1 mil+ imp and 5700 leads | |
| \$ | 3,750.00 | MyYellowstonePark.com | 1/2 pg Yellowstone Journal & leads | Visit Idaho Co-op | | Mar-19 |
| \$ | 2,500.00 | MyYellowstonePark.com | 1/2 pg Trip Planner & leads | Visit Idaho Co-op | | Feb-19 |
| \$ | 3,750.00 | MyYellowstonePark.com | eblast, banner ads, FB posts | | 145k/200imp | 12-18/1-19 |
| \$ | 1,125.00 | Salt Lake City Weekly | City Guide Full page ad | Bear Lake/Downata | | Mar-19 |
| \$ | 5,970.00 | American Road Magazine | 3 2/3 pg ads, 9 mo online itinerary | none at this time | 20k/70k unq vis | win 2018, spr, sum 2019 |
| \$ | 5,000.00 | Great American West Consortium | Associated Publication | tbd | tbd | tbd |
| \$ | 3,750.00 | Radio Proposal-KSFI | 60 sec spots w co-op jan- feb | | 763,500 cume | 11-5-18 to 2-4-19 |
| \$ | 2,500.00 | photography | | | | |
| \$ | 1,006.25 | RV Idaho | 1/2 page full color | n/a | | annual |
| \$ | 1,475.00 | Dirt Toys | pic of week sponsor 300x250 banner ad | n/a | | jan- sept 2019 |
| \$ | 905.00 | Snowest | pic of the week sponsor | n/a | | jan- sept 2019 |
| \$ | 2,500.00 | Living Bird/allaboutbirds.org | 1 print ad and digital | BL \$600 print? | | |

| \$ 10,000.00 | Hagadone Digital | CANADA/NATL Geofencing | Visit Idaho Co- | gps | |
|--------------|----------------------|-------------------------|-----------------|-----|--|
| 3 10,000.00 | digital op dependent | | dependent | | |
| | | | | | |
| \$ 1,250.00 | Facebook/instagram | CANADA, SLC, BOI | n/a | | |
| \$ 2,500.00 | Calgary Metro | CANADA native ad bundle | n/a | | |
| \$ 58,912.50 | Total | | | | |
| \$ 2,484.50 | Available | | | | |
| \$ 61,397.00 | Total Budget | | | | |

Trial Maps distributed to visitors' centers. It was mentioned to add trail heads to the maps: Trail Maps status; Lava Done, Bear Lake done, Malad and Downey combined together, Soda Springs changed to add trails outside the city limits. Members need to distribute the Trail Maps to their communities and visitors' centers. Link to State Site for trail etiquette.

2019 Grant Application

Grant Application requested amount \$149,500.00

Destiny Egley added the cost to create a magazine and the trade show coop with YTT to the grant application. Destiny will present the 2019 Grant in Boise on May 7, 2019. Birgitta Bright will be presenting the 2019 Grant for Visit Pocatello as well.

Website Report

Unique user visits are up 8% in March over last year because Easter was on April 1, 2018. Google visits are up 32%. Many were searching for Chrome in the Dome, Pocatello Springs Fair and Pocatello Brewfest. Top pages are Events, Hot Springs, Fishing & ATV pages. Easter Egg Hunt searches in March took a spike in visitors. 68% of visitors are on Mobile Devices. Most visitors searched Google for an Event or Item. Top items were American Falls Reservoir, Oneida Narrows, Twin Lakes and Maple Grove.

Facebook is currently down-No ad running. The events calendar is one of our best tools to attract visitors to our website.

Media Library-photos. Ann looked for a plugin for loading pictures. The plug in that she found would cost \$8,000.00. We can send pictures to the State and they can upload for us.

Pocatello had a media gallery before they updated their website. Birgitta will check with their webmaster Steve Gibbs to see how he installed their media gallery.

Dropbox: You have to get user name and password access photos.

Other Business

- 1. Soda Springs Fishing Derby Ad in the Pocatello Journal. Dan Lau had a question on the invoice. The motion on the advertising was that High Country Tourism would pay \$400.00 from the Small Community Advertising Program then Soda Springs will pay balance.
- 2. Darlene had a flyer of the new Glamping at Downata. They have awesome new covered wagon accommodations.
- 4. Preston City is working on updating their website.
- 5. BRHA (Bear River Heritage Area) is trying to get legislation passed for National Recognition. Franklin and Bear Lake commissioners are not in favor of the national designation, but the designation needs to be supportive to get bill passed. The Bill is before congress and is pending approval. It was suggested that High Country Tourism send a Letter of support for the designation.

Schedule Next Meeting

The next meeting will be held at 9:00AM on May 15, 2019. The meeting will be held in Soda Springs at the Caribou Jack Trading Company. Dan Lau's son is the owner-manager of Caribou Jacks Trading Company.

Adjourn

Destiny Egley made a motion to adjourn the meeting. Dan Lau seconded the motion. The meeting was adjourned at 10:40 AM.

Minutes by;

Bridget Losee

HCT Secretary