

	\$36,627.83		
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Register: IRELAND BANK CHECKING								
From 03/20/2019 through 04/16/2019								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
3/20/2019		Lava Hot Springs Chamber of Commerce	Accounts receivable	MM show co-op		X	530.67	35,825.24
3/20/2019	DB	Chuckwagon	Meeting Meals	March meeting	20	X		35,805.24
3/25/2019		Downata Hot Springs	Accounts receivable	Zions Bank Co-op ad		X	208.34	36,013.58
3/28/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packet sent UK	3.12	X		36,010.46
4/1/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email	postage on account for fulfillment	100			35,910.46
4/1/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	2 boxes of brochures sent to visitor's center	62.1			35,848.36
4/4/2019		American Falls Chamber of Comm	Accounts receivable	2019 Membership dues			200	36,048.36
4/8/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packets sent	53.13			35,995.23
4/10/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email	Fulfillment monthly service fee	15.99			35,979.24
4/15/2019		Lava H.S. Foundation	Accounts 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
4/16/2019	2573	Idaho Potato Museum & Gift Shop	Accounts Payable	Brochure co-op 2018 Grant RFF #2	500			35,853.50
4/16/2019	2574	Ron Gardner	Accounts Payable	Social Media management 2018 Grant RFF #2	200			35,653.50
4/16/2019	2575	Idaho Potato Museum & Gift Shop	Accounts Payable	Co-op w/Idaho Potato Museum, Yellowstone ad 2018 Grant RFF #3	1,375.00			34,278.50
4/16/2019	2576	Forrest Design Group	Accounts Payable	Feb. radio w/LHSF 2018 Grant 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
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	
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
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	\$ -
TOTALS	\$ 128,397.00	\$80,197.00	\$24,006.62	\$ 7,357.00	\$ 2,100.00	\$14,736.38
*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 for March, 2019					

	1,855 - 03/06 - article about visiting LHS on a blog called One Swell Adventure.				
	513 - 03/20 - First day of Spring - view the Supermoon.				
	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 front & band of snow coming on Friday 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

High Country Tourism Marketing 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 digital	Visit Idaho Co-op	gps 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