



# Southeast Idaho High Country Tourism April 20, 2022 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on March 16, 2022 at the Chuckwagon Restaurant, 211 E. Main Street, Lava Hot Springs, Idaho.

**Present**

In attendance were officers: President Devanee Morrison, Secretary Bridget Losee. Council members: Debbie Dumont and Sherril Tillotson, Guest: Birgitta Bright.

**Welcome and Introductions**

High Country Tourism President Devanee Morrison called the meeting to order at 10:12am and welcomed all in attendance.

**Minutes-Bridget Losee**

The April 16, 2022 meeting minutes were emailed to council members. Minutes approval tabled until May 2022 meeting.

**Financial Status Report-Destiny Egley**

Grant Administrator-Treasurer Destiny Egley presented the following financial reports.

		<b>03/15/22</b>
		<b>\$ 3,952.08</b>
	DEPOSIT - Final RFF for 2020 Grant	\$ 36,410.54
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	<b>Total Deposits</b>	<b>\$ 36,410.54</b>
	Advertising - Forrest Design Group	\$ 14,332.56
	Century Link - Telephone & Long Distance	\$ 57.98
	Website - Homeland Web	\$ 1,087.05
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 204.34
	Meeting - Chuckwagon monthly meeting	\$ 26.16
	Ron Gardner - Social Media Management	\$ 800.00
	Kristen Jensen - travel reimbursement for RV Show	\$ 428.76

onspotsocial.com - email app for trade shows	\$ 35.00	
Christopher Olsen CPA 2020 Grant Taxes	\$ 225.00	
Information Technology Now - Computer software maint. Services	\$ 135.00	
Birgitta Bright - travel reimbursement for Go West Int. show	\$ 1,797.82	
Fairfield Inn - St George lodging for MM Show	\$ 267.32	
	\$ -	
<b>TOTAL EXPENDITURES</b>	<b>\$ 19,396.99</b>	
		<b>\$ 20,965.63</b>
<u>Account Details As of 3/15/2022</u>		
<u>IRELAND BANK</u>		
<u>E\$\$ENTIAL CHECKING ACCOUNT</u>		
<u>*****2529</u>		
<u>\$23,674.15</u>		
<b>Notes - Social Media Report from Ron Gardner</b>		
Most liked - Feb '22		
961 - 02/05 - Getting wild - photos from Fire & Ice Festival		
565 - 02/02 - No food or drink / lava hot springs pools		
504 - 02/05 - list of day's events / fire & ice		
422 - 02/21 - Pebble Creek will close on Mon & Tue in March		
400 - 02/23 - weather warning - bundle up - wind chills below zero		

<b>2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 9/30/2022</b>				Rev. 3/15/2022
<u>1.8 Administration</u>	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 69%)	Telephone line, insurance, tax filing & office supplies	\$4,000.00	\$372.70	<b>\$3,627.30</b>
<u>2.0 Advertising - FDG</u>	Description - Vendors	Budget \$	Exp. to date	Balance
2.2 Print Advertising - Mag.	ITC, Poc. Chamber, AmRd, RV ID, Great Am., Living Bird, Sunset Mag.- Wellness Camp	\$22,500.00	\$900.00	<b>\$21,600.00</b>
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$10,000.00		<b>\$10,000.00</b>
2.3 Out of Home Advertising				
Billboards	Annual Billboard Contract and printing	\$8,000.00		<b>\$8,000.00</b>
2.4 Video Advertising				
Video/Digital	Video Creation & photography costs, Wellness video clip creations 4 seasons	\$19,522.00		<b>\$19,522.00</b>
OTT (Over the top TV)	Digital/Streaming OTT	\$8,000.00		<b>\$8,000.00</b>
2.6 Digital Advertising				
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, WELLNESS SEO & Google ads	\$31,800.00		<b>\$31,800.00</b>

Other	KSL.com, Wellness creative content & digital display adv. & retargeting	\$14,805.00		\$14,805.00
10.2 Public Relations	Social media campaigns paid ads	\$1,200.00		\$1,200.00
Influencer Engagement	Social media influencer content & blog	\$8,000.00		\$8,000.00
Content Creation	Social media content creation	\$1,000.00		\$1,000.00
<b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>		<b>\$124,827.00</b>	<b>\$900.00</b>	<b>\$123,927.00</b>
<b>5.0 Website - Homeland</b>	<b>Description - Vendors</b>	<b>Budget \$</b>	<b>Exp. to date</b>	<b>Balance</b>
5.1 New Website creation	New website re-design including Wellness Campaign landing page	\$12,000.00		\$12,000.00
5.2 Other - Webhosting	webhosting renewals	\$600.00	\$120.80	\$479.20
Domain Name	Annual domain fees	\$150.00		\$150.00
Technical Upgrade	Web upgrades as needed for google analytics/changes	\$3,000.00		\$3,000.00
Maintenance	Web maint., plugins, web updates, newsletters & Wellness newsletter	\$9,500.00	\$1,711.41	\$7,788.59
<b>TOTAL BUDGET FOR HOMELAND WEB</b>		<b>\$25,250.00</b>	<b>\$1,832.21</b>	<b>\$23,417.79</b>
<b>2.2 Print Advertising</b>	<b>Description - Vendors</b>	<b>Budget \$</b>	<b>Exp. to date</b>	<b>Balance</b>
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$9,800.00		\$9,800.00
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,300.00	\$448.56	\$6,851.44
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$7,100.00	\$6,633.97	\$466.03
<b>2.6 Digital Advertising</b>				
Other-online advertising	Go Travel Sites-Go-ID lead generation & email campaign	\$3,395.00	\$3,395.00	\$0.00
<b>6.0 FAM &amp; Site Visits</b>				
Familiarization Tour #1	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00		\$1,000.00
Familiarization Tour #2	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		\$1,000.00
<b>8.0 Trade &amp; Travel Shows</b>				
<b>8.1 Consumer Travel Show</b>				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$2,823.94	\$3,176.06
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00	\$1,797.82	\$4,252.18
<b>10.0 Other Allowed Costs</b>				
<b>10.1 Training &amp; Prof. Dev.</b>				
ICORT	Registration, Lodging and per diem	\$1,500.00		\$1,500.00
ESTO	Registration	\$1,500.00		\$1,500.00
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00	\$800.00	\$4,000.00
		<b>GRANT TOTAL</b>	<b>\$19,004.20</b>	<b>\$184,517.80</b>
		<b>CASH MATCH OBLIGATION</b>	<b>\$0.00</b>	<b>\$25,440.25</b>

Financial Report approval tabled until May 2022 meeting.

**US Travel-ESTO Conference-August 6-9,2022**

HCT has budgeted the registration fee costs to send one representative to the US Travel Association-ESTO Convention in our 2021 Grant. The convention will be held August 6-9,

2022 in Grand Rapids MI. <https://www.ustravel.org/events/esto>. This convention is very informative, full of travel statistics, trends and opportunities. It is a great one to attend and worth the expense. Some of the ITC council members typically attends as well. The registration is only a portion of the costs. Is there anyone interested in attending this convention? HCT will pay for travel, hotel and per diem.

Sherril Tillotson made a motion to send a representative to the US Travel-ESTO convention, Debbie Dumont seconded the motion. The motion carried unanimously.

**Website Report-Ann Yearsley**

Webmaster Ann Yearsley was unable to attend the meeting. She emailed the website stats to council.

Website visits are equal to last year. Google visits were down 5%. Direct visits were up 27%, probably from ads. Popular pages were events, recreation and ATV trails. The Newsletter stats are hard to figure out. 63% of our visitors are on smart phones. Untrackable contacts were 6300 in January and 6500 in February. Complaint rates are reported by certain ISPs. Most ISP's consider campaigns abusive when at least 0.1% of contacts complain. If campaigns have a high complaint rate, action will be recommended for your account. Contacts that enabled the Privacy Protection option on their email client, such as Apple Mail.

ITC Meeting-Newsletter should use paid resources to set up information. Segment the newsletter out to recreation, events etc.

Soda Springs working on installing a vehicle electric charging station. Birgitta mentioned that there are funds available through Grants.

**Advertising-Marketing Budget Status-Birgitta Bright**

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)							
4/20/2022	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>Digital Advertising</b>							
\$ 36,105.00							
\$ 2,575.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP				running
\$ 12,500.00	Programmatic Digital	all year-multi campaign					running
\$ -							
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page Updates					
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads					ongoing
\$ 5,000.00	MyYellowstonePark.com	½ pg ad in trip planner		40k			complete
\$ 1,000.00	Paid Social Media Advertising	CANADA/SLC/BOISE					ongoing
\$ 32,318.75	subtotal Digital Advertising						

Video Advertising							
<b>\$ 17,522.00</b>							
\$ 9,522.00	Video creation and photography	schedule and itinerary with Merlin Films in process					
\$ 8,000.00	Digital/OTT Streaming						
<b>\$ 17,522.00 subtotal Video Advertising</b>							
Print Advertising							
<b>\$ 26,000.00</b>							
\$ 1,250.00	RV Idaho 2023	½ page full color	Full page w LCOC?		Oct-22	10/1/2022	
\$ 10,000.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc					ongoing
\$ 5,500.00	2023 Idaho Travel Guide	Full page ad			annual	8/1/2022	
\$ 8,505.00	American Road Magazine	½ pg ads, online itinerary, sweepstakes ben, virtual road trip, getaway deals, vis gd promo, video 5nhancement (\$1150/mo gratis)			wtr/spr/sum		summer remaining
<b>\$ 25,255.00 subtotal Print Advertising</b>							
Out of Home Advertising							
<b>\$ 8,000.00</b>							
\$ 6,355.84	Ogden & Tremonton Billboards	2 billboards at Farr West (Ogden) and Tremonton					ongoing
<b>\$ 6,355.84 subtotal Out of Home Adv.</b>							
PR/Social Media							
<b>\$ 10,200.00</b>							
\$ 8,000.00	Social Media Influencer	4 influencers vetted, dates tbd					pending
\$ 6,215.48	Social Media Content						
<b>\$ 14,215.48 subtotal PR/Social Media</b>							
Wellness Campaign							

\$ 30,000.00							
\$ 1,250.00	E-Newsletter		co-op available				
\$ 3,125.00	Social media influencer/live event	vetting influencers	co-op available				
\$ 10,000.00	Programmatic Digital ads	pending landing page					
\$ 6,250.00	Video content/clips		co-op available				
\$ 1,875.00	Landing page	building directory	co-op available				in progress
\$ 7,500.00	National Wellness mag ad		co-op available				
\$ 30,000.00	<b>subtotal Wellness Campaign</b>						
\$ 125,667.06	<b>Total Obligated</b>						
\$ 127,827.00	<b>Total Budget</b>						
\$ 2,159.94	<b>Total Remaining</b>						

Influencers-\$8,000.00 budget.

- Nomadswithapurpose-Linda Carol. \$2,000.00-\$10,000.00 Traveling\_newlywed.
- AshleyMerrill.on.the.move-Boise-10,000 followers-\$800.00-\$1,000.00 range-1 year usage.
- Earthtosarahr-Sarah Roback.
- Lady-Twin Falls-\$500.00-20 photos, Instagram post 1-100-word blog  
Comp accommodations?

Birgitta will work with the influencers on contracts.

Billboards-Period=28 days-\$421.00. 4-co-op partners @ \$105.25 each.

HCT Magazine-ad deadline May 1, 2022. Hope to have the magazine to printer by mid-May and then printed by May 31, 2022. Freshen it up this year. Birgitta will add things that were suggested by council. Tami Leonhardt will be sending Birgitta some updated pics. Birgitta will email the council a proposal for the cost associated with the printing, graphic design and set up.

### Other Business

1. Lava Hot Springs Chamber of Commerce Wellness Fair will be held on May 6-7, 2022
2. ICORT (Idaho Conference on Recreation and Tourism will be held in Twin Falls October 17-19, 2022. Destiny Egley sent out an email with the registration information.
3. Utah Travel Expo-2023 Morris Columbus Travel Utah Travel Expo.
  - SLC- January 27-28, 2023
  - St George January 25, 2023

4. Debbie Dumont reported that Soda Springs is working on installing a vehicle electric charging station. Birgitta mentioned that there are funds available through Grants for electric vehicle charging stations.

**Schedule next meeting**

The next meeting will be held on May 18, 2022 at the Chuckwagon Restaurant in Lava Hot Springs.

**Adjourn**

Debbie Dumont made a motion to adjourn the meeting, Sherril Tillotson seconded the motion. The meeting was adjourned at 11:26am.

Minutes by; Bridget Losee HCT Secretary