



Southeast Idaho High Country Tourism April 20, 2023 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on April 20, 2023 at the Chuckwagon Restaurant, 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: Tish Dahmen, Tyson Koester, Darlene Downs, Guests: Ann Yearsley and Birgitta Bright.

Dirtyfreehub.org-Aaron Couch-Bicycling Itineraries

Dirty Freehub is an online guide to great gravel and mixed gravel bike rides. Embedded within the route description pages on Dirty Freehub are route/course maps that reside on Ride With GPS. Dirty Freehub is a non-profit 5013C company established in August 2022.

- Ride with GPS
Is a route and ride database and mapping tool. Ride With GPS is like a library in the cloud, it houses many, many routes. Ride With GPS is also a mapping tool (paid feature) where you can make courses for download to your electronic navigation device.
- Wahoo
Are electronic navigation devices that attach to the handlebar of your bike. The device will display a map of the route, an elevation profile, turn by turn directions and the usual and customary things like speed distance, elapsed time, etc.
- Dirtyfree hubs 6-missions
 - 1.inspiration
 - 2.safety
 - 3.sustainability
 - 4.Positive impact
 - 5.visit locations
 - 6.cycling hub
- Cost Options
 - 1 Route at a 5 star level \$6,000.00.
 - Trend down route of the 5 star level \$1,200.00-\$1,500.00
 - Recommends 10 routes per region.

Bike Travel

- Gravel cycling is a type of activity that is growing.
- Mountain Bikes require a trail for them. They promote cycling gravel roads travel due to there is not a beginning or ending and they can travel as far as they choose.
- There are significant barriers to where they can ride, such as private ground, access to roads etc.
- Electronic bikes are extremely popular now.
- Drop bar bikes are considered gravel bikes.
- Mountain Bike tires are great for gravel travel.
- People need to prepare for the travel with food, drink, clothing for weather etc.
- Most people like to have a trails map when they begin to prepare for bike travel. They can then plan the routes that they would like to travel on.
- Cost Options
 - 1 5 Star Level Route \$6,000.00.
 - Trend down route of the 5 star level \$1,200.00-\$1,500.00
 - Cost includes.
 - ❖ trail development.

- ❖ Exit trails, roads and rural track logging or county roads.
- ❖ Creating routes with attention to detail for large audiences. They invent the routes and collect all the information for a database.
- ❖ Demographic of the people that want to bike and stay in the communities.

Minutes

The March 22, 2023 meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve the March 22, 2023 meeting minutes, Tish Dahmen seconded the motion. The motion carried unanimously.

Financial Status Report

Grant Administrator-Treasurer Destiny Egley reported on the financial status.

SOUTHEAST IDAHO HIGH COUNTRY			04/19/23
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			
			\$ 25,716.66
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - 2023 Dues Malad City Oneida		\$ 200.00
	DEPOSIT - 2023 Dues Visit Pocatello		\$ 200.00
	DEPOSIT - Bear Lake CVB - Utah		\$ 3,000.00
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	Total Deposits		\$ 3,400.00
EXPENSES			
	Advertising - Forrest Design Group	\$ -	
	Century Link - Telephone & Long Distance	\$ 61.91	
	Website - Homeland Web	\$ -	
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 2,303.54	
	Meeting - 78 Main	\$ 35.32	
	Amazon - Huckleberry Taffy for Dallas Adventure Show	\$ 97.35	
	Ron Gardner - Social Media Management	\$ 400.00	
	Federal Express - Dallas Show shipment for travel show	\$ 384.90	
	Expo Event Services - Dallas Show furnishings and power in booth	\$ 1,344.78	
	Molly & Tom Besis - Dallas Show travel reimbursement & Sportsmans show	\$ 1,420.00	
	The Butterfly Haven - Rack card brochure co-op	\$ 900.00	
	Onspotsocial.com monthly service fee	\$ 35.00	
	OfficeMax - office supplies	\$ 225.40	
	Walmart - Ladder for Storage unit brochures	\$ 42.37	
	Expedia - Destinys room for Boise grant present.& Boise show	\$ 581.00	
	Bridget Losee - Travel reimbursement for Sportmans show	\$ 373.85	
	Birgitta Bright - Travel reimbursement for Sportsmans show	\$ 401.62	
	TOTAL EXPENDITURES	\$ 8,607.04	
BANK ENDING BALANCE			\$ 20,509.62
	<u>Account Details As of 4/19/2023</u>		
	<u>IRELAND BANK</u>		
	<u>E\$SENTIAL CHECKING ACCOUNT</u>		
	*****2529		
	\$20,509.62		

Register: IRELAND BANK CHECKING						
From 03/22/2023 through 04/19/2023						

Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
3/22/2023	DB	78 Main	Meeting Meals	March meeting	35.32	X		25,681.34
3/22/2023	2906	Bridget Losee	Trade & Travel Shows	Sportsmans show travel reimbursement	373.85	X		25,307.49
3/23/2023	DB	Office Max	Administration:Supplies	Office supplies 2022 Grant RFF #3	155.34	X		25,152.15
3/23/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	fulfillment to finland	7.6	X		25,144.55
3/23/2023	DB	Amazon.com	Trade show promo	Huckleberry Taffy for Dallas Adventure Show swag	97.35	X		25,047.20
3/24/2023	DB	Federal Express	Fulfillment-Direct Mail & Email	Shipment of brochures to travel show in Dallas 2022 Grant RFF #3	384.9	X		24,662.30
3/24/2023	DB	Onspotsocial.com	Trade & Travel Shows	email collection app monthly fee 2022 Grant RFF #3	35	X		24,627.30
3/27/2023	DB	Office Max	Administration:Supplies	Office supplies 2022 Grant RFF #3 Admin	70.06	X		24,557.24
3/27/2023	2907	Birgitta Bright	Trade & Travel Shows	sportsmans show trave reimbursement 2022 Grant RFF #	401.62	X		24,155.62
3/30/2023	DB	Expo Event Services	Trade & Travel Shows	Dallas Adventure Show booth furnishings 22' Grant RFF #3	928.78	X		23,226.84
3/31/2023	DB	Expo Event Services	Trade & Travel Shows	Dallas Adv. show material handling show supplies 22' Grant RFF #3	416			22,810.84
4/3/2023		Malad City Oneida County	Accounts receivable				200	23,010.84
4/3/2023		Bear Lake CVB	Accounts receivable				3,000.00	26,010.84
4/5/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for Fulfillment	100			25,910.84
4/5/2023	2908	Molly Beseris	Trade & Travel Shows	Travel reimb. for Sportsmans & Dallas shows	1,420.00			24,490.84
4/5/2023	2909	Century Link	Accounts Payable	Phone line charges 2022 Grant Admin RFF #3	61.55			24,429.29
4/5/2023	2910	Lumen	Accounts Payable	208-776-5155 903B	0.36			24,428.93
4/5/2023	2911	the Butterfly Haven	Accounts Payable	Rack card co-op 2022 Grant RFF #3	900			23,528.93
4/5/2023	2912	Ron Gardner	Accounts Payable	Social media management	400			23,128.93
4/6/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Certified Folder 20 boxes sent 10Boise10SLC 2022 Grant	496.9			22,632.03
4/7/2023	DB	Walmart	Miscellaneous	Storage unit ladder	42.37			22,589.66
4/10/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	roll of stamps	63			22,526.66
4/10/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Monthly service fee	17.99			22,508.67
4/11/2023		Visit Pocatello/PCVB	Accounts receivable				200	22,708.67
4/11/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Certified Folder 22 boxes to Boise	515.9			22,192.77

4/12/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Certified Folder 25 boxes to Boise	586.25			21,606.52
4/13/2023	DB	Expedia Travel Services	Trade & Travel Shows	Boise Expo lodging 2022 Grant RFF #4	581			21,025.52
4/17/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Certified Folder 22 boxes to Belgrade, MT	515.9			20,509.62

2022 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2022 thru 9/30/2023				RFF's 1-3	Rev.3/22/2023
1.8 Administration	Description	Budget \$	Exp. to date	Balance	
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$3,000.49	\$1,013.32	\$1,987.17	
2.0 Advertising - FDG	Description - Vendors	Budget \$	Exp. to date	Balance	
2.2 Print Advertising - Mag.	ITC, Poc. Chamber, AmRd, RV ID, Great Am., Living Bird,trade show	\$20,000.00	\$2,922.18	\$17,077.82	
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$12,800.00		\$12,800.00	
2.4 Video Advertising				\$0.00	
Video/Digital	Video Creation & photography costs, Brand USA	\$10,000.00		\$10,000.00	
OTT (Over the top TV)	Digital/Streaming OTT	\$8,000.00		\$8,000.00	
2.5 Audio Streaming radio	Pandora, Spotify, Youtube Music	\$3,000.00		\$3,000.00	
2.6 Digital Advertising				\$0.00	
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, Red Sky	\$39,900.00		\$39,900.00	
PD social display ads/OTA'sSEO Ads, google ads, creative content, digital advertising		\$18,000.00			
10.2 Public Relations	Social media campaigns paid ads			\$0.00	
Influencer Engagement	Social media influencer content & blog	\$5,000.00		\$5,000.00	
Content Creation	Social media content creation	\$3,000.00		\$3,000.00	
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$119,700.00	\$2,922.18	\$116,777.82	
5.0 Website - Homeland	Description - Vendors	Budget \$	Exp. to date	Balance	
5.2 Other - Webhosting	webhosting renewals	\$700.00	\$500.00	\$200.00	
Domain Name	Annual domain fees	\$200.00		\$200.00	
Technical Upgrade	Web upgrades as needed for google analytics/changes	\$5,000.00		\$5,000.00	
Maintenance	Web maint., plugins, web updates, newsletters	\$7,000.00		\$7,000.00	
Other	Promotional campaign web pages incl prof. translation services in diff. languages	\$5,500.00		\$5,500.00	
	TOTAL BUDGET FOR HOMELAND WEB	\$18,400.00	\$500.00	\$17,900.00	
2.2 Print Advertising	Description - Vendors	Budget \$	Exp. to date	Balance	
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.& Adv.	\$15,000.00	\$900.00	\$14,100.00	
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,000.00	\$892.17	\$6,107.83	
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$10,000.00	\$7,269.20	\$2,730.80	
2.6 Digital Advertising	Description - Vendors	Budget \$	Exp. to date	Balance	
Other-online advertising	Go-ID lead generation & email campaign, homeland newsletters	\$8,000.00	\$3,395.00	\$4,605.00	
6.0 FAM & Site Visits	Description - Vendors	Budget \$	Exp. to date	Balance	
Familiarization Tour #1	FAM Trip associated with IRU in Boise	\$2,500.00		\$2,500.00	
Familiarization Tour #2	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00		\$1,000.00	
Familiarization Tour #3	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		\$1,000.00	
8.0 Trade & Travel Shows	Description - Vendors	Budget \$	Exp. to date	Balance	

Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$17,773.18	-\$11,773.18
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,000.00		\$6,000.00
9.0 Capital Outlay	Electronic equip. Smart TV for travel shows	\$500.00	\$287.53	\$212.47
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				\$0.00
ICORT	Registration, Lodging and per diem	\$2,000.00		\$2,000.00
ESTO	Registration	\$1,500.00		\$1,500.00
10.2 Public Relations	Social media management - Ron Gardner	\$5,500.00	\$1,600.00	\$3,900.00
	GRANT TOTAL	\$207,100.49	\$36,552.58	\$170,547.91
	CASH MATCH OBLIGATION	\$25,900.00	\$550.00	\$25,350.00

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

Travel Shows Updates-Representatives

<u>TRAVEL SHOW NAME</u>	<u>DATES</u>	<u>Attendees and Co-ops</u>
Utah Travel/Morris Murdock Show	1/25 & Jan. 27-28	Kristen & Tish
SLC RV Show w/YTT	Feb. 16-19	Tami 16th&17th, Kristen 17th&18th, Destiny 18th, 19th
SLC Sportsman's Expo	March 16-19	Molly & Husband 17-19, . Bridget 16-17
Experience Idaho Expo	5/6/2022	Destiny & Kristen
Dallas Travel & Adventure Show	April 1-2, 2033	Molly and husband
<u>INTERNATIONAL SHOWS</u>		
International Roundup-IRU	April 23-26	Tish all 3 days
Calgary Show Canada w/BLCVB-Pocatello co-op?	March 18-19	Tami and Husband Pay for both expenses

Molly Beseris-reported that the Dallas Travel Show was amazing and there was a continual flow of people. She had great conversations with the people at the show. There were influencers at the show as well. She recommended attending shows in Washington DC, Dallas and Arizona in the future.

2023 Grant Update and presentation

HCT is requesting \$294,200.00 on the 2023 grant application. The 2023 grant has been submitted to Idaho Travel Council. The grant presentations will be on May 5, 2023 in Boise, Idaho. All grantees in the region work together to promote the region.

Jeff Glissendorf is the new grant manager for VisitPocatello. He is no longer the ITC Region 5 representative.

Small Community Brochure Programs Co-op Requests

Budget \$10,000.00

Oneida-Malad County Relic Preservation	\$1,000.00
Butch Cassidy Brochure Reprint	\$1,200.00
Oregon-California Center Brochure	\$2,000.00
Butterfly Haven Rack Card	\$900.00
Lava Hot Springs Chamber of Commerce-Community Brochure	\$2,000.00
Total	\$7,100.00

Small Community Advertising Programs Co-op Requests

Total Budget \$7,800.00

Oneida-Malad Marketing Co-op TV Ad for Welsh Festival	\$1,200.00
Idaho Magazine Ad for Welsh Festival	\$350.00
Potato Museum Yellowstone National Parks Journal-media	\$2,500.00
Lava Hot Springs Chamber of Commerce	\$2,500.00
Total	\$6,550.00

Website Report-Ann Yearsley

Webmaster Ann Yearsley of Homeland Web reported on the website statistics. Unique Visits are down about 21% from last year but the tracking code was turned off for 3 days because of a plugin conflict. Google visits were down 28%. Direct visits were down 42%. Most visited pages were Homepage, Events & Hot Springs. Newsletter opens 2308, clicks 217. 67% of visitors are on smart phones. Newsletter opens and clicks were average and untrackable Apple opens were way up to 9661.

Advertising Budget Status-Birgitta Bright

HIGH COUNTRY TOURISM ADVERTISING PLAN 2022-2023 (22-v-1)							
4/20/2023	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
Digital Advertising							
\$ 57,900.00							
\$ 6,250.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP		spring 2023		in progress
\$ 9,200.00	Programmatic Digital	all year-multi campaign					in progress
\$ 18,125.00	Bandwango	4					
\$ 3,750.00	Miles Media	VisitTheUSA Trips Page Updates			continuous		in progress
\$ 11,625.00	Americanroadmagazine.com	Itinerary, Virtual Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			aut/win/spr/sum		in progress
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2			win/spr		one complete
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads			1st half 2023		in progress
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		digital	1st half 2023		in progress
\$ 868.75	Northwest Travel nwtravelmag.com	Spring trip planner	N/A	lead+30kc/210kr	Aug/Sept/Oct 23		
\$ 2,125.00	Northwest Travel nwtravelmag.com	E-newsletter/soc med post	N/A	20,000	Sep-22		complete
\$ 562.50	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		ongoing
\$ 1,875.00	Great American West	Reg website x8; reg nwsltr x4; reporting; SM Postsx2	N/A		annual		in progress
\$ 3,750.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				ongoing
\$ 67,500.00	subtotal Digital Advertising						

Video Advertising

\$ 18,000.00

\$ 8,000.00	Video creation and photography						in progress
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				ongoing

\$ 14,900.00 subtotal Video Advertising

Audio Advertising

\$ 3,000.00

\$ 6,900.00	programmatic audio	audio spots targeting listener on spotify/apple/pandora etc	available	SLC metro	April-May		in progress
\$ -							

\$ 6,900.00 subtotal Audio Advertising

Print Advertising

\$ 37,800.00

\$ 1,250.00	RV Idaho 2024	1/2 page full color	Back Covr w LCOC?				
\$ 3,750.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc					
\$ 5,712.50	2023 Idaho Travel Guide	Full page ad	N/A		annual		complete
\$ -							
\$ -							

\$ 10,712.50 subtotal Print Advertising

PR/Social Media

\$ 10,300.00

\$ 3,750.00	Red Sky PR co-op	Targeted Promotion: Wellness	TBD				postponed to 23 grant
\$ 10,500.00	Social Media Influencer & content						
\$ -							

\$ 14,250.00 subtotal PR/Social Media

\$ 114,262.50	Total Obligated
\$ 127,000.00	Total Budget
\$ 12,737.50	Total Remaining

Other Business

- Facebook-social media posts-boost certain posts such as certain events that need extra exposure. If there are other events in small communities, then let Birgitta know about them, and she can then boost the event posts.

Schedule Next Meeting

The next meeting will be held on Thursday May 18, 2023 @ 10:00am at Royal Pizzeria in Lava Hot Springs.

Adjourn

Destiny made a motion to adjourn the meeting, Tyson seconded the motion. The meeting ended at 12:48pm.

Minutes by Bridget Losee
HCT Secretary