



Southeast Idaho High Country Tourism April 21, 2021 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on April 21, 2021 at the Lava Hot Springs Foundation 430 E. Main Street in Lava Hot Springs, Idaho or by Zoom Meeting.

Present

In attendance were officers: President Devanee Morrison, Secretary Bridget Losee and Grant Administrator-Treasurer Destiny Egley. Council members: Tami Leonhardt, Darlene Downs, Kristen Jensen, Kathy Ray, Sherril Tillotson. Guests: Birgitta Bright, Ann Yearsley ITC Rep. Jeff Glissendorf and Tourism Reps. Holly Stevenson, Diane Norton and Ewa Szewczyk.

Welcome and Introductions.

High Country Tourism President Devanee Morrison called the meeting to order and welcomed all in attendance.

Minutes

The March 17, 2021 meeting minutes were emailed to council members. Destiny Egley made a motion to approve the March 17, 2021 minutes, Kristen Jensen seconded the motion. The motion carried.

Financial Status Report

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

SOUTHEAST IDAHO HIGH COUNTRY		04/20/21
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		
		\$13,454.25
DEPOSITS/REIMBURSEMENTS		
	DEPOSIT - Billboard co-op Idaho Potato Museum	\$ 1,250.00
	DEPOSIT - RFF #2 2020 Grant	\$17,617.84
	DEPOSIT - Billboard co-op Idaho Museum of Natural History	\$ 1,250.00
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	Total Deposits	\$20,117.84
EXPENSES		
	Advertising - Forrest Design Group	\$ -
	Century Link - Telephone & Long Distance	\$ 56.12
	Website - Homeland Web	\$ 346.00
	Postage & Delivery - Fulfillment & Stamps.com fees	\$2,023.19
	Meeting - LHSF monthly meeting	\$ -
	Ron Gardner - Social Media Management	\$ 400.00
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -

Administration	\$ 3,000.00	\$ 319.66	\$ 54.83		\$ 2,625.51	
Advertising-Co-ops-Collateral	\$ 79,689.00	\$18,850.19	\$1,025.00	\$ 41,201.70	\$ 18,612.11	
Fulfillment	\$ 14,800.00	\$ 7,265.72	\$ 851.85		\$ 6,682.43	
Website	\$ 10,600.00	\$ 730.79	\$ 814.17		\$ 9,055.04	
Fam Tours & Site Visits	\$ 1,000.00	\$ -	\$ 106.92		\$ 893.08	
Trade and Travel Shows	\$ 11,500.00	\$ 1,070.00			\$ 10,430.00	
Training Esto & ICORT & Influencer	\$ 5,400.00	\$ -			\$ 5,400.00	
TOTALS	\$125,989.00	\$28,236.36	\$2,852.77	\$ 41,201.70	\$ 53,698.17	
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ 4,397.33					
Balance of Match still needed	\$ 11,352.67					
<u>SOCIAL MEDIA REPORT</u>						
Most liked posts March '21						
1444 - 03/15 - video "letters from SE Idaho						
268 - 03/27 - Lamby-Unicorn at Baker Ranch						
218 - 03/01 - Iconic Idaho photo collection						
206 - 03/12 - lose an hour of sleep, not fun						
184 - 03/26 - Potato Museum, cafe & gift shop						
180 - 03/15 - LHS extra hours at pools until April 3						
178 - 03/20 - Dummy Jump at Pebble Creek						

Kristen Jensen made a motion to approve the financial report as presented, Kathy Ray seconded the motion. The motion carried.

2021 Grant Update

In the 2021 Grant we are requesting \$178,522.00 which include the reversion of funds from the 2021 grant. The 2021 Grant Presentation will be held by zoom meeting at 9:50am on May 6, 2021.

Small Community Brochure and Advertising program co-op Guidelines

Destiny emailed the updated Small Community Brochure and Advertising Programs guidelines to council members for input. She received input back on typos and verbiage changes. She has made the changes to the guidelines.

A question that Destiny received about the programs from ITC was how the brochure programs benefits SEID High Country Tourism. The purpose of these two programs is that our region is made up of small communities, museums, byway, walking tours and historic locations such as the Paris Tabernacle. The small communities sometimes do not have funding to print a brochure so these programs assist with funding of the small communities brochures and to promote events in their communities. With these partnerships we can use their participation for cash match. The programs are community driven to assist with marketing and advertising of their communities.

Kathy Ray made a motion to approve the updated Small Community Brochure and Advertising Program Guidelines. Tami Leonhardt seconded the motion. The motion carried.

Visitors Guide to SEID Reprint

There are approximately 7,250 Visitor Guides left in storage. Destiny has been mailing the Visitors Guides to Certified Folder to stock brochure racks. She has sent approximately 38,000 brochures to date and has 13,000 left to send-52 boxes.

The Visitors Guide will need to be reprinted this year. The last print of the Visitors Guide was for 125,000 copies @ \$10,000.00. There was a couple of changes that need to be done before the reprint of the guide.

- rewrite the city section.
- revise the tour information into two columns on the back of guide.

Birgitta will send out an email with the updated guide for council approval. We hope to have the Visitor’s Guide to print this month.

Southeast Idaho HCT Magazine Status

Birgitta informed the council that the magazine is at the printer. Birgitta will be able to pick up the magazines at the first of next week. #10,000 copies.

The next edition of the HCT magazine will be in January 2022. There are 300-500 fulfillment packets sent out per month that would include the Visitor’s Guide. Thank you Birgitta for all your work on the magazine.

Website Report

Webmaster Ann Yearsley reported on the website statistics; Unique Visits are up 46% from last year. Google visits were up 41%. Direct visits were up 97%, probably from Ads. Popular pages-ATV trails, recreation and Hot Springs. The Newsletter had most clicks ever! 70% of our visitors are on smart phones. Events are up as well. ATV, recreation, and events are up. Visit Idaho clicks were up. There are more click coming from Downata and Bear Lake. Utah visits are up. Texan and Meridian clicks are down. Chrome in the dome got canceled. The newsletter did really well. 5500 open in April 2021. 73,000 emails sent per month.

2021 Grant-website: \$10,000.00

- Website facelift-\$5,000.00.
- Social media influencers \$?

URL’s Expiring on 5-18-21 Ann will send out a list of the websites to council for feedback of whether to keep or not. IdahoHighcountry.org is the only one that can be grant funded.

Advertising Budget Status

Birgitta went through the advertising budget items and the status of each item.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)							
4/21/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
International/Canada							
\$ 6,875.00	Herrmann Global	Branded story & digital	N/A	1.1 mil+ imp and 5700 leads	spring		in production

\$ 2,575.00	Miles Media*	Canada West Multi-Channel Cmpn	ITC INTL/POKY		Jul-21		scheduled for July
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	ITC INTL/POKY		all year		in progress
\$ 3,750.00	MyYellowstonePark.com	Targeted Leads & road trip promo	N/A		Jan-21		complete
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner	VP Co-op	45k prnt/12k lds	Jan-21	10/1/2020	complete
\$ 812.50	Facebook/instagram	CANADA	n/a	...	June 2021 (as borders open)		
\$ 22,762.50		subtotal Intl/Canada					
National							
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2021	pending
\$ 10,000.00	Programmatic Digital	all year-multi campaign	n/a		All year		in progress
\$ 5,500.00	Idaho Travel Guide	Full page ad			Jan-21	9/24/2020	complete
\$ 6,150.00	American Road Magazine	2/3 pg ads, 9 mo online itinerary	co-op available	20k/70k unq vis	win/spr/sum/fall		in progress
\$ 22,656.25		subtotal National					
Utah/Idaho							
\$ 7,943.44	Ogden & Tremonton Billboards	2 vinyls each spr/sum and fall/wtr	ID Potato Museum/ Butterfly Haven/IMNH/Downata/BLCVB		annual 13x conbtract		in progress
\$ 4,456.25	KSL Targeted Digital						
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year		
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad			Jan-21		complete
\$ 13,712.19		subtotal Utah/Idaho					
Special Interest-Snowmobiles, Trails, Birding							
\$ 1,798.81	Living Bird Magazine	1/2 pg ad	BLCVB	...	Summer		pending
\$ 1,798.81		Subtotal Special Interest					

\$ 60,929.75

Total

Other advertising opportunities discussed;

- Eblasts
- Sponsored Facebook posts
- Posts in Newsletter
- Social media blogging
- Sell-Website Advertising

We could give community businesses the opportunity to co-op with HCT on the eblasts and newsletter posts. We need to create a structure for this opportunity and get the word out to businesses in the communities.

Send in Blue is our Newsletter provider. We send 120,000 emails per month. We have sent 73,000 already this month. We would need to up our plan to be able to send out another email this month. Cost per email blast \$500.00.

Website Advertising:

We could make website advertising offers to all lodgers that are listed on the website. Also reach out to all of the people-companies that participated in the HCT Magazine. We could highlight a business per month. Bearlake brings in approximately \$9,000 per year from website advertising. Birgitta Bright offered to head this project she will put together some numbers and present to the council.

Other Business

1. Jeff Glissendorf- state of business in Lava-BL as a whole? He has got feedback that they are full and that customers cannot get access.
 - Tami Leonhardt replied; Bear lake has openings and has not booked up on weekends. Also Montpelier has openings as well. There are a lot of short term rentals and camping.
 - Devanee Morrison reported that Lava has never limited their capacity. We are packed on weekends. We are a non-essential business and it is posted that customers enter the facilities at their own risk. We have not ever turned anyone away from our facilities due to capacity.
2. Wellness Grant-Sherril Tillotson. Lava Chamber could partner with HCT in advertising a Wellness program. A meeting will be scheduled for discussion with HCT reps and Lava Chamber advertising committee.
3. Willow Bay Campground in American Falls is full through July. Campgrounds are filling up with reservations.
4. American Fall Birding Festival-canceled.
5. ButterFly Haven is still open.
6. Kathy Ray-is retiring September 1, 2021.
7. Kathy Ray- Montpelier City is looking into a city 1% bed tax. It is being discussed at the City council meeting. St.Charles, Paris and Fish Haven are looking into implementing this tax as well.
8. The Malad Welsh Festival has been canceled for 2021. The Malad Chamber of Commerce has folded and the City of Malad will take over the festival in the future.

9. Randy'L Teton reported that the Shoshone Bannock festival is canceled due to the thousands of people that participate in the festival from other tribes and the effect of the Covid-19 pandemic. The Treaty firework show is canceled as well.

Next Meeting

The next meeting will be held on May 19, 2021 @ 10am at the Lava Hot Springs Foundation's Board Room and Zoom.

Adjourn

Tami Leonhardt made a motion to adjourn the meeting, Kathy Ray seconded the motion. The meeting was adjourned at 11:46am.

Minutes by: Bridget Losee-HCT Secretary