



Southeast Idaho High Country Tourism August 16, 2023 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on August 16, 2023 at the Royal Pizzeria 11 Main Street, 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: Kristen Jensen, Tish Dahmen, Jeff Glissendorf, Tyson Koester, Guests: Ann Yearsley and Birgitta Bright.

Minutes-Action Item

The May 18, 2023 meeting minutes were emailed to the council for review. Tish Dahmen made a motion to approve the May 18, 2023 meeting minutes, Destiny Egley seconded the motion. The motion carried unanimously.

Financial Status Report-Action Item

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

| SOUTHEAST IDAHO HIGH COUNTRY | | 08/15/23 |
|--------------------------------|---|---------------------|
| MONTHLY EXPENSE REPORT | | |
| BANK BALANCE FORWARD | | |
| | | \$ 28,259.02 |
| DEPOSITS/REIMBURSEMENTS | | |
| | DEPOSIT - RFF #4 2022 Grant | \$ 30,202.06 |
| | DEPOSIT - Amazon Refund computer monitor for Destiny | \$ 199.99 |
| | DEPOSIT - Reimb. From Destiny -accidental purchase on wrong card | \$ 77.21 |
| | DEPOSIT - | \$ - |
| | DEPOSIT - | \$ - |
| | DEPOSIT - | \$ - |
| | DEPOSIT - | \$ - |
| | Total Deposits | \$ 30,479.26 |
| EXPENSES | | |
| | Advertising - Forrest Design Group | \$ 47,050.59 |
| | Century Link - Telephone & Long Distance | \$ 206.61 |
| | Website - Homeland Web | \$ - |
| | Postage & Delivery - Fulfillment, Stamps.com & brochure distribution | \$ 458.73 |
| | Meeting | \$ - |
| | TS Shipper - Dallas show displays and supplies sent back to us | \$ 554.40 |
| | Ron Gardner - Social Media Management | \$ 1,200.00 |
| | Amazon - Computer Monitor for Destiny - 1st one sent back & accidental purchase | \$ 275.20 |
| | Darwin Egley - Trade show display supplies to fix broken display | \$ 20.33 |

| | | |
|---|---------------------|--------------------|
| Office Max - Offices supplies | \$ 63.26 | |
| Medipac - Snowbird AZ show down payment for booth | \$ 303.00 | |
| Good News - Bear Brochures QR code placement for year | \$ 685.00 | |
| | \$ - | |
| | \$ - | |
| | \$ - | |
| | \$ - | |
| | \$ - | |
| TOTAL EXPENDITURES | \$ 50,817.12 | |
| BANK ENDING BALANCE | | \$ 7,921.16 |
| <u>Account Details As of 8/15/2023</u> | | |
| <u>IRELAND BANK</u> | | |
| <u>ESSENTIAL CHECKING ACCOUNT</u> | | |
| *****2529 | | |
| \$9,043.15 | | |

| Register: IRELAND BANK CHECKING | | | | | | | | |
|------------------------------------|--------|-----------------|---|--|---------|---|---------|-----------|
| From 05/07/2023 through 08/16/2023 | | | | | | | | |
| Sorted by: Date, Type, Number/Ref | | | | | | | | |
| Date | Number | Payee | Account | Memo | Payment | C | Deposit | Balance |
| 5/8/2023 | 2915 | Lumen | Accounts Payable | 208-776-5155 903B | 3.19 | X | | 30,387.20 |
| 5/8/2023 | 2916 | Century Link | Accounts Payable | Data phone line charges for Admin - April 2022 Grant RFF #4 | 68.62 | X | | 30,318.58 |
| 5/8/2023 | 2917 | Ron Gardner | Accounts Payable | Social media management 2022 Grant RFF #5 Public relations | 400 | X | | 29,918.58 |
| 5/8/2023 | 2918 | Destiny Egley | Trade & Travel Shows | travel reimb. for Experience Idaho travel show 2022 Grant RFF #4 | 559.96 | X | | 29,358.62 |
| 5/10/2023 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | Monthly service fee for stamps.com | 19.99 | X | | 29,338.63 |
| 5/11/2023 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:USPS & Stamps.com | Brochures to visitors centers Cache Valley & Bannock hist. museum | 37.95 | X | | 29,300.68 |
| 5/11/2023 | 2919 | Void Check | Miscellaneous | VOID: | | X | | 29,300.68 |
| 5/15/2023 | DB | Harland Clarke | Administration:Supplies | Re-order checks for HCT 800qty | 52.33 | X | | 29,248.35 |
| 5/15/2023 | 2920 | Tish Dahmen | Trade & Travel Shows | IRU travel reimb. mileage & per diem 21' Grant RFF #4 | 414.46 | X | | 28,833.89 |
| 5/15/2023 | 2921 | Kristen Jensen | Trade & Travel Shows | Exp. ID Expo travel reimb. mileage & per diem 21' Grant RFF #4 | 366.9 | X | | 28,466.99 |
| 5/16/2023 | DB | Amazon.com | Administration:Supplies | computer monitor 2022 Grant RFF #4 | 207.97 | X | | 28,259.02 |
| 5/23/2023 | DB | Amazon.com | Administration:Supplies | 27" monitor 2022 Grant Returned 32" | 197.99 | X | | 28,061.03 |
| 5/22/2023 | DB | TS Shipper | Fulfillment-Direct Mail & Email | Dallas show display sent back to HCT from the show 2022 Grant RFF #5 | 554.4 | X | | 27,506.63 |

| | | | | | | | | |
|------------|----|---------------------------|---|--|-----------|---|-----------|-----------|
| 5/26/2023 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | postage on account for fulfillment 2022 Grant | 100 | X | | 27,406.63 |
| 5/31/2023 | DB | Amazon.com | Administration:Supplies | Refund on monitor wrong size | | X | 199.99 | 27,606.62 |
| 5/31/2023 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:USPS & Stamps.com | Fulfillment sent to Canada | 3.66 | X | | 27,602.96 |
| 6/2/2023 | | Deposit | GRANT AWARD | Deposit RFF #4 2022 Grant | | X | 30,202.06 | 57,805.02 |
| 6/6/2023 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:USPS & Stamps.com | SEID brochures to Ontario, OR visitors center | 53.05 | X | | 57,751.97 |
| 6/6/2023 | | 2922 Forrest Design Group | Accounts Payable | | 28,056.84 | X | | 29,695.13 |
| 6/6/2023 | | 2923 Century Link | Accounts Payable | Phone line charges 2022 Grant Admin RFF #5 | 68.62 | X | | 29,626.51 |
| 6/6/2023 | | 2924 Lumen | Accounts Payable | 208-776-5155 903B | 0.44 | X | | 29,626.07 |
| 6/6/2023 | | 2925 Ron Gardner | Accounts Payable | Social media management 2022 Grant RFF #5 | 400 | X | | 29,226.07 |
| 6/7/2023 | | 2926 Darwin Egley | Trade & Travel Shows | Trade show display supplies to fix broken display 2022 Grant RFF #5 | 20.33 | X | | 29,205.74 |
| 6/12/2023 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | monthly service fee | 19.99 | X | | 29,185.75 |
| 6/14/2023 | DB | Office Max | Administration:Supplies | Office supplies 2022 Grant RFF #5 | 63.26 | X | | 29,122.49 |
| 6/15/2023 | DB | Amazon.com | Miscellaneous | Amazon purchase by mistake on wrong card saved - Reimb. 7/11/23 #110 | 77.21 | X | | 29,045.28 |
| 6/21/2023 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | postage on account for fulfillment 2022 Grant | 100 | X | | 28,945.28 |
| 7/10/2023 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | monthly service fee | 19.99 | X | | 28,925.29 |
| 7/11//2023 | | Deposit | Miscellaneous Income | Reimb from Destiny accidentally used wrong CC for Amazon purchase | | X | 77.21 | 29,002.50 |
| 7/11/2023 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:USPS & Stamps.com | Fulfillment envelope to Iran | 7.65 | X | | 28,994.85 |
| 7/11/2023 | | 2927 Century Link | Accounts Payable | Phone line charges 2022 Grant Admin RFF #5 | 68.62 | X | | 28,926.23 |
| 7/11/2023 | | 2928 Lumen | Accounts Payable | 208-776-5155 903B | 1.06 | X | | 28,925.17 |
| 7/11/2023 | | 2929 Ron Gardner | Accounts Payable | Social media management | 400 | X | | 28,525.17 |
| 7/11/2023 | | 2930 Forrest Design Group | Accounts Payable | Advertising campaigns NPT and Datafy 2022 Grant RFF #5 Advertising | 18,993.75 | X | | 9,531.42 |
| 7/17/2023 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:USPS & Stamps.com | Box of brochures sent to Visitors Center in MT | 26.75 | X | | 9,504.67 |
| 7/25/2023 | DB | Medipac | Trade & Travel Shows | Arizona Snowbird Extravaganza show Feb. 2024 partial down on booth | 303 | X | | 9,201.67 |
| 8/2/2023 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | | 100 | | | 9,101.67 |
| 8/8/2023 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:USPS & Stamps.com | Postage for fulfillment | 7.65 | | | 9,094.02 |
| 8/9/2023 | | 2931 Century Link | Accounts Payable | Phone line charges 2023 Grant RFF #6 | 66.12 | | | 9,027.90 |
| 8/9/2023 | | 2932 Lumen | Accounts Payable | 208-776-5155 903B | 1.75 | | | 9,026.15 |
| 8/9/2023 | | 2933 Good News, LLC | Accounts Payable | Bear Brochure QR code download magazine 2022 Grant | 685 | | | 8,341.15 |

| | | | | | | | |
|-----------|------|-------------|---|---|-------|--|----------|
| | | | | RFF #6, 2023 Grant RFF #1 | | | |
| 8/9/2023 | 2934 | Ron Gardner | Accounts Payable | Social media management 2023 Grant RFF #6 | 400 | | 7,941.15 |
| 8/10/2023 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | monthly service fee | 19.99 | | 7,921.16 |

| SOUTHEAST IDAHO HIGH COUNTRY PUBLICITY STATUS REPORT - 1/1/2023-12/31/2023 | | | | | | | | | | | | | |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-------------|
| GRANT 2023 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Total |
| American Road Magazine | 436 | 274 | | | | 521 | 1062 | | | | | | 2293 |
| American Road packet requests | | | | | | | | | | | | | 0 |
| Idaho Roadsider | | | | | | | | | | | | | 0 |
| Idaho State Travel Guide | 1 | | 2 | | | | | | | | | | 3 |
| Birding publications | | | | | | | | | | | | | 0 |
| Yellowstone Nat. park emails | 479 | 622 | 437 | 682 | 643 | 779 | 682 | | | | | | 4324 |
| YNP packet requests | | 1 | 2 | 2 | | | | | | | | | 5 |
| Web Sites | | | | | | | | | | | | | 0 |
| GO-ID Website emails | 111 | 103 | 101 | 48 | 139 | 100 | 62 | | | | | | 664 |
| GO-IDAHO packet requests | 2 | | 1 | | 2 | 1 | | | | | | | 6 |
| Bear Lake GO-TRAVEL emails | | | | | | | | | | | | | 0 |
| Go-Travel BL packet requests | | | | | | | | | | | | | 0 |
| Idahohighcountry.org - HCT | 23 | 9 | 12 | 12 | 18 | 10 | 11 | | | | | | 95 |
| Lavahotsprings.com | | | 1 | | | | | | | | | | 1 |
| Lavahotsprings.org | | | | | | | | | | | | | 0 |
| Visitidaho.org | | | | | | | | | | | | | 0 |
| Visitor Centers - Other | | | | | | | | | | | | | 0 |
| Certified Folder & Bear Shipments | | | 1 | 134 | | | | | | | | | 135 |
| Other Visitor Center Requests | | | | | | 1 | | | | | | | 1 |
| Facebook - Social Media | | | | 1 | 1 | | | | | | | | 2 |
| Friends or Relatives | | | | | | | | | | | | | 0 |
| Schools/Students | | | | | | | | | | | | | 0 |
| TOTAL PACKETS SENT 2023 | 26 | 10 | 19 | 15 | 21 | 12 | 11 | 0 | 0 | 0 | 0 | 0 | 7529 |
| TOTAL PACKETS SENT 2022 | 63 | 245 | 191 | 162 | 96 | 54 | 4 | 22 | 10 | 7 | 6 | 15 | 875 |
| TOTAL PACKETS SENT 2021 | 148 | 274 | 223 | 161 | 140 | 163 | 99 | 101 | 55 | 79 | 66 | 40 | 1546 |
| TOTAL PACKETS SENT 2020 | 186 | 102 | 84 | 232 | 148 | 125 | 154 | 128 | 166 | 71 | 81 | 81 | 1558 |
| TOTAL PACKETS SENT 2019 | 19 | 41 | 70 | 126 | 64 | 118 | 114 | 96 | 75 | 73 | 63 | 56 | 915 |

| 2022 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2022 thru 9/30/2023 | | | RFF's 1-5 | Rev.8/15/2023 |
|---|--|------------------|---------------------|--------------------|
| 1.8 Administration | Description | Budget \$ | Exp. to date | Balance |
| Overhead (apport. value 100%) | Telephone line, insurance, tax filing & office supplies | \$3,000.49 | \$1,189.64 | \$1,810.85 |
| 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 | \$18,662.31 | \$1,337.69 |
| 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, Northwest Travel | \$39,900.00 | \$625.00 | \$39,275.00 |

| | | | | |
|--|---|---------------------|---------------------|---------------------|
| PD social display ads/OTA's SEO Ads, google ads, creative content, digital advertising | | \$18,000.00 | \$23,000.00 | |
| 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 | \$42,287.31 | \$77,412.69 |
| 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 | \$4,229.71 | \$2,770.29 |
| Other - Brochure Dist. | Certified Folder & Bear Brochure distribution contracts | \$10,000.00 | \$7,269.20 | \$2,730.80 |
| | 2.6 Digital Advertising | | | |
| 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 | | | |
| 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 | | | |
| Show #1 | UT Market - UT Travel Expo/MM show, RV, Sportsmans | \$6,000.00 | \$14,484.75 | -\$8,484.75 |
| Show #2 | Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird | \$6,000.00 | \$3,935.64 | \$2,064.36 |
| 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 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 | \$2,400.00 | \$3,100.00 |
| | GRANT TOTAL | \$207,100.49 | \$80,878.78 | \$126,221.71 |
| | CASH MATCH OBLIGATION | \$25,900.00 | \$11,579.00 | \$14,321.00 |

Brochure requests

- Malad canceled their small community brochure request.
- Lava Chamber Brochure approval is in the works. Destiny should receive the approval soon.
-

Destiny Egley extended the 2022 grant deadline until the end of year.

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

ICORT (Idaho Conference on Recreation and Tourism)

ICORT 2023 will be held October 16-18 at the Hells Canyon Grand Hotel in Lewiston, Idaho. Representatives attending the conference will be Tish Dahmen, Destiny Egley, Kristen Jensen?

2023 Grant Award-Discussion of Budget-Action Item

Jeff Glissendorf reported that the bed tax collections were down 18% in June and 3% down in July.

Grant Awards:

Visit Pocatello \$ 270,004.70

HCT- \$241,583.15

BLCVB \$56,843.10

Jeff Glissendorf mentioned that he would like to sponsor events such as rodeos, biking events, frisbee, wellness festival in LHS etc.

It will be interesting to see how the QR code advertising will go. Visitors can take a picture of the QR code for information of the entire the region. QR code is directed to the website.

Travel Shows

The council discussed travel show options. Destiny Egley will email a list of the travel shows that the council decided to attend.

RFP Submissions Review (advertising, social media, website)

• **Advertising**

Companies that were sent the RFP

- Arcane Marketing
- Morpho Marketing
- Forrest Design Group

1-Submission:

Forrest Design Group-Birgitta Bright

Destiny Egley made a motion to award the advertising RFP to the Forrest Design Group with the exception of any other submittal submitted by 5pm today, Tyson Koester seconded the motion. The motion carried unanimously.

• **Social Media**

Companies that were sent the RFP

- Genuine Letter LLC
- Morpho Marketing
- Arcane Marketing
- Ron Gardner Productions

2-Submissions:

Tour News 1-Ron Gardner Points 980

Genuine Letter LLC- Mary Dawn Barnard Points 1070

Destiny Egley made a motion to accept the RFP from Genuine Letter and award the RFP to Genuine Letter LLC the social media RFP for the 2023 grant and Ron Gardner finish out the 2022 grant with the exception of any other submittals submitted by 5pm today, Tish Dahmen seconded the motion. The motion carried unanimously.

• **Website**

Companies that were sent the RFP

- Homeland Web
- Envision Works
- Pocatello Website Design

1-Submiission

Homeland Web-Ann Yearsley

Tish Dahmen made a motion to accept the bid from Homeland Web and award the website RFP as presented to Homeland Web with the exception of any other submittals submitted by 5pm today, Destiny Egley seconded the motion. The motion carried unanimously.

No other submittals were received by the deadline for social media, Website or Advertising. Motions carry.

Website Report-Ann Yearsley

Unique Visits are UP 27% from last year. Google visits were UP 38%. Direct visits were UP 60%. Facebook Ads sent over 3500 visits. Most visits from Idaho and Utah. The most visited pages were 4th of July events 3000 visits, the homepage, ATV trails, and recreation.

The Newsletter only had 773 trackable opens. Send-In-Blue shows only 78 clicks, but Google Analytics shows 142 clicks. Google blocked all emails. The IP address was blacklisted so Ann submitted a review and got it removed.

Website language translation-google translates free.

Newsletter:

Mail chimp-\$129.00 per month to send the newsletter = \$1548.00 per year. It averages \$1.00 per click.

If you take pictures and want to send to Ann for the website use the 9/16 ratio for pictures.

Advertising-Marketing Budget Status-Birgitta Bright

| HIGH COUNTRY TOURISM ADVERTISING PLAN 2022-2023 (22-v-1) | | | | | | | |
|--|----------------------------------|--|--------|-----------------|-----------------|---------|--------------|
| 8/16/2023 | 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 | | | | | complete |
| \$ 18,125.00 | Bandwango | 4 | | | | | in progress |
| \$ 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 | 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 | | | | complete |

\$ 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 | | | | | ongoing |
| \$ 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

| | | | | | | | |
|--------------|-----------------------------------|------------------------------|--|--|--|--|-----------------------|
| \$ - | Red Sky PR co-op | Targeted Promotion: Wellness | | | | | postponed to 23 grant |
| \$ 10,500.00 | Social Media Influencer & content | Linda-Carol Aug 12 | | | | | visit complete |
| \$ - | | | | | | | |

\$ 10,500.00 subtotal PR/Social Media

\$ 110,512.50 Total Obligated

\$ 127,000.00 Total Budget

➤ **American Road Magazine** total impression over 1ml \$7,500.00

30 radio sponsorship

Photo contest

Email address

Banner ad-6 months

- Fishing catch of the day promotion
- Monumental moments

➤ **AirDNA**

2 yr. agreement \$15,000.00

They track all the Airbnb and BRBO marketing numbers and give a summary report. This would give a breakout on travelers and their origin reports. We would have access to all comments and where they come from.

Destiny Egley made a motion to do the American Road photo contest sponsorship @ \$7500.00 and the AirDNA @ \$7,500.00 this year and \$7,500.00 next year. Kristen Jensen seconded the motion. The motion carried unanimously.

Other Business

- Bloomington Canyon road is now open. It has been closed due to flood damage.
- Trade Shows-Jeff will be having small market meetings and sports meetings next month. Media Kits on Lava for the meetings.

Schedule Next Meeting

The next meeting will be held on Wednesday September 20, 2023 @ 10:00am at Royal Pizzeria in Lava Hot Springs.

Adjourn

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

Minutes by Bridget Losee
HCT Secretary