



# Southeast Idaho High Country Tourism April 17, 2024 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on April 17, 2024 at the Lava Hot Springs Foundation Board Room 430 E. Main Street Lava Hot Springs, Idaho.

**Welcome and Introductions**

Destiny Egley 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, Jeff Glissendorf, Debbie Dumont, Kristen Jensen, and Tyson Koester.

**Minutes-Action Item**

The March 20, 2024 meeting minutes were emailed to the council for review. Jeff Glissendorf made a motion to approve the March 20, 2024 meeting minutes, Debbie Dumont seconded the motion. The motion carried unanimously.

**Financial Status Report-Action Item:**

Destiny Egley presented and reported on the following financial reports.

<b>SOUTHEAST IDAHO HIGH COUNTRY</b>		<b>04/16/24</b>
<b>MONTHLY EXPENSE REPORT</b>		
<b>BANK BALANCE FORWARD</b>		
		<b>\$ 4,431.33</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
	DEPOSIT - Malad City Membership Dues	\$ 200.00
	DEPOSIT - Bear Lake County Chamber Membership Dues	\$ 200.00
	DEPOSIT - RFF #4 2023 Grant	\$ 38,810.05
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	<b>Total Deposits</b>	<b>\$ 39,210.05</b>
<b>EXPENSES</b>		
	Advertising - Forrest Design Group	\$ 18,400.00
	Century Link & Lumen - Telephone & Long Distance	\$ -
	Website - Homeland Web	\$ 1,150.00
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 327.14
	Mikes Market & LHSF - Meeting snacks and drinks	\$ 25.51
	Expo Event Services - Dallas show shipment recvd services	\$ 436.00
	Best Western CottonTree Inn - Room for RV show show	\$ 382.23
	Office Max - Office supplies envelopes, tape, markers	\$ 101.19
	Molly & Tom Beseris Dallas Adv. show travel reimbursement & lodging	\$ 1,969.42
	Amazon - Office supplies battery backup, keyboard, and mouse	\$ 99.67
	The Butterfly Haven - Rack card reprint co-op	\$ 1,125.00
	RMI - Great American West Partnership program	\$ 7,500.00
	Onspot social - email collection app	\$ 35.00
		\$ -
		\$ -

			\$	-	
			\$	-	
			<b>TOTAL EXPENDITURES</b>	<b>\$ 31,551.16</b>	
			<b>BANK ENDING BALANCE</b>		<b>\$ 12,090.22</b>
			<u>Account Details As of 4/16/2024</u>		
			<u>IRELAND BANK</u>		
			<u>ESSENTIAL CHECKING ACCOUNT</u>		
			<u>*****2529</u>		
			\$38,220.22		

Register: IRELAND BANK CHECKING								
From 03/20/2024 through 04/16/2024								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
3/20/2024	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage on account for fulfillment	100	X		4,331.33
3/20/2024	DB	Mike's Market	Meeting Meals	March meeting refreshments	19.91	X		4,311.42
3/20/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	fulfillment to Italy postage	7.93	X		4,303.49
3/25/2024	DB	Lava Hot Springs Foundation	Meeting Meals	Water for March meeting	5.6	X		4,297.89
3/26/2024		Malad City Oneida County	Accounts receivable			X	200	4,497.89
3/26/2024	DB	Office Max	Administration:Supplies	Office supplies, tape, envelopes, markers	101.19	X		4,396.70
3/26/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Info pkts sent and GOID env. sent	79.2	X		4,317.50
3/27/2024	DB	Expo Event Services	Trade & Travel Shows	Shipment and services for brochures and supplies to Dallas Adv. show 2023 Grant Fulfillment RFF #5	436	X		3,881.50
3/28/2024	2985	Void Check	Miscellaneous	VOID: check #2985 to Tami never cleared reissued #2996 3/28/24		X		3,881.50
4/1/2024	2997	Molly Beseris	Trade & Travel Shows	Dallas Adventure show travel reimb., per diem 2023 Grant RFF #5	1,969.42			1,912.08
4/2/2024		Bear Lake County Chamber	Accounts receivable				200	2,112.08
4/2/2024	DB	Best Western CottonTree Inn	Trade & Travel Shows	Room charge from RV show they had charged Molly not HCT 2023 Grant RFF #5	382.23			1,729.85
4/2/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage fulfillment to France 2023 Grant Fulfillment	5.4			1,724.45
4/3/2024	DB	Amazon.com	Administration:Supplies	New batter backup, keyboard, and mouse 2023 Grant RFF #5	99.67			1,624.78
4/4/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage to Brazil and Canada	2.51			1,622.27
4/8/2024		Deposit	GRANT AWARD	Deposit RFF #4 2023 Grant			38,810.05	40,432.32
4/8/2024	DB	Onspotsocial.com	Trade & Travel Shows	monthly service fee email collection app 2023 Grant RFF #5	35			40,397.32
4/8/2024	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage on account for fulfillment 2023 Grant	100			40,297.32

4/8/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	fulfillment to Canada and Italy	12.11		40,285.21
4/8/2024	2998	Forrest Design Group	Accounts Payable		18,400.00		21,885.21
4/8/2024	2999	the Butterfly Haven	Accounts Payable	parntership to reprint Rack cards 25K - 23' Grant RFF #5	1,125.00		20,760.21
4/8/2024	3000	Homeland Web	Accounts Payable	Website management, newsletter, and updates 2023 Grant RFF #5	1,150.00		19,610.21
4/8/2024	3001	RMI	Accounts Payable	Great Am. West Partnership program 2023 Grant RFF #5	7,500.00		12,110.21
4/12/2024	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service postage fee 2023 Grant	19.99		12,090.22

2023 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2023 thru 9/30/2024			RFF's 1-5	4/16/2024
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$ 3,000.00	\$ 834.69	\$ 2,165.31
2.0 Advertising - FDG	Description - Vendors			
2.2 Print Advertising - Mag.	ID State, Pocatello, Am. Rd, Bird,Trade show, NW Travel,Visit IF, Ecom	\$ 25,480.00	\$ 5,725.00	\$ 19,755.00
Collateral Material	Visitors Guide to SEID, Experience SEID Mag., Regional Broch.	\$ 30,560.40	\$ 29,560.40	\$ 1,000.00
2.4 Video Advertising				
Video/Digital	Video creation and photography costs (FDG), Merlin Films	\$ 8,025.53		\$ 8,025.53
OTT (Over the top TV)	Digital/Streaming OTT Datafy	\$ 6,900.00		\$ 6,900.00
2.5 Audio Streaming radio	Pandora, Spotify, Youtube Music, Datafy, SEID Podcasts	\$ 6,900.00		\$ 6,900.00
2.6 Digital Advertising				
Search/Meta Search	SEO & Google Ads, Creative Content & Digital Display & Retargeting, website audit w/google analytics & content	\$ 20,000.00		\$ 20,000.00
PD social display ads/OTA's SEO Ads, google ads, creative content, digital advertising	Miles Media, Brand USA, YMP.com & Bandwango,GAW,ISSUU	\$ 57,610.00	\$ 12,543.75	\$ 45,066.25
10.2 Public Relations	Paid Social Media Campaigns (FDG),content creation and Red Sky Co-op	\$ 5,000.00	\$ 5,000.00	\$ -
Influencer Engagement	Social Media Influencer content and blog (Forrest Design Group)	\$ 7,500.00		\$ 7,500.00
10.3 Market Research	AirDNA Trend reports & Herrmann Global Intl Travel Origin research	\$ 13,125.00		\$ 13,125.00
	<b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>	<b>\$ 181,100.93</b>	<b>\$ 52,829.15</b>	<b>\$ 128,271.78</b>
5.0 Website - Homeland				
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 500.00		\$ 500.00
Domain Name	Annual Fees (Homeland Web)	\$ 200.00	\$ 66.64	\$ 133.36
Technical Upgrade	Web upgrades as needed for google analytics and technology changes	\$ 750.00	\$ 466.40	\$ 283.60
Maintenance	Website maint.,hosting fees, plugins, adding pictures and video to library	\$ 3,500.00	\$ 2,000.00	\$ 1,500.00
Other -Email newsletters	Email newsletters Homeland Web, GoID or other	\$ 4,000.00	\$ 300.00	\$ 3,700.00
-	<b>TOTAL BUDGET FOR HOMELAND WEB</b>	<b>\$ 8,950.00</b>	<b>\$ 2,833.04</b>	<b>\$ 6,116.96</b>
2.2 Print Advertising				
Collateral Material	Small Community Brochures, trail maps	\$ 3,625.00	\$ 1,125.00	\$ 2,500.00
Fulfillment Costs	Fulfillment costs on postage,stamps.com, CenturyLink long-distance charges	\$ 4,006.25	\$ 768.05	\$ 3,238.20
Other - Brochure Dist.	Certified Folder and Bear Brochures Distribution contracts	\$ 7,663.16	\$ 7,663.16	\$ -
2.6 Digital Advertising				\$ -

Other-online advertising	Go Travel Sites - Go-Idaho.com page	\$ 3,395.00	\$ 3,395.00	\$ -
<b>8.0 Trade &amp; Travel Shows</b>				\$ -
Show #1	UT MM, RV Show w/YTT, Dallas Adv. Show, Boise Exp ID Expo	\$ 9,342.81	\$ 9,342.81	\$ -
Show #2 - International	Go West, IRU, RMI, Canadian Snowbird Extravaganza in Arizona	\$ 10,000.00	\$ 8,644.96	\$ 1,355.04
<b>10.0 Other Allowed Costs</b>				\$ -
10.1 Training & Prof. Dev.				\$ -
ICORT	Member Registrations, Lodging and per diem for ICORT	\$ 2,000.00		\$ 2,000.00
ESTO	Registration - 2024 OHIO August 10 -13	\$ 1,500.00		\$ 1,500.00
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 7,000.00	\$ 1,225.00	\$ 5,775.00
	<b>GRANT TOTAL</b>	<b>\$ 241,583.15</b>	<b>\$ 88,660.86</b>	<b>\$ 152,922.29</b>
	<b>CASH MATCH OBLIGATION</b>	<b>\$ 30,197.89</b>	<b>\$ 4,601.26</b>	<b>\$ 25,596.63</b>

Destiny Egley reported that the Audit and taxes are done, and she is waiting to hear back from them.

### 2024 Grant Application and Presentation

2024 Grant application has been submitted and the total Grant request is \$355,750.00. Destiny Egley will be presenting the 2024 Grant on May 1, 2024 in Boise Idaho. Tami Leonhardt and Jeff Glissendorf will be presenting their grants as well.

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

### Travel Shows

- Dallas Show-Molly Beseris attended this show. 2023 attendance 9059, 2024 attendance 9086 BLCVB and Visit Pocatello would like to co-op for the Dallas Show next year The quality of the conversation is so different that the other travel shows. You see the same people daily and they are really interested in the information of our region. They are not there for just the swag; they really want to take trips to our region.
- Molly will be attending the travel show in Casper, Wyoming. She has 40 meetings scheduled. This show will be held on April 20-22, 2024.
- IRU fam group tour- Tour Group. 8-10 people  
Itinerary. April 25,2024.  
Thursday breakfast at Suites in Idaho Falls, then Museum in Blackfoot, Bannock Co Historical museum, visit Fort Hall replica, Lava Hot Springs-Lunch. Soda Springs 2:30-3pm Oregon Scenic Byway, National Oregon-California Trail Center. Butch Cassidy center, then dinner with Tami Leonhardt and spending the night at Maple Grove Hot Spring-6pm.
- Boise Expo-one day show. Tish Dahmen and Jeff Glissendorf will be attending this show on May 2,2024. Lava giveaway package.
- It was mentioned that we should look into attending travel shows in California, Oregon and Arizona markets.
- We will need to order more shag for next year's travel shows.

### Website Budget Status-Ann Yearsley

Ann Yearsley was absent from the meeting, but she sent the website stats to the council by email.

Total Users are UP 353 from last year. Google visits were UP 480. Direct visits were UP 127. Visits from Idaho (up 389), Utah (up 185) and Arizona (up 163) were UP. The most visited pages were the homepage, Easter, events, and Recreation map pages. Datafy ADS sent over 330 visitors.

Newsletter opens were down 2000 from last month to 11,935 but had a 60% open rate vs 26%.

**Advertising Budget Status-Birgitta Bright**

HIGH COUNTRY TOURISM ADVERTISING PLAN 2023-2024 (23-v-1) - FORREST DESIGN GROUP							
4/17/2024	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>2.6 Digital Advertising</b>							
\$ 6,375.00	Miles Media	Canada West Multi-Channel Cmpn	ITC		spring 2024		report mid may
\$ 7,500.00	Programmatic Digital-Passports	promotion of travel passports					pending
\$ 6,250.00	Programmatic Digital-Niche	birding/wellness/other markets					
\$ 9,200.00	Programmatic Digital-Branding	all year-multi campaign			Nov23-Apr24		active
\$ 18,125.00	Bandwango-Activity Passports	4					in progress
\$ 11,625.00	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			win/spr/sum		in progress
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2			win/spr		pending
\$ 1,875.00	Great American West	partnership materials	N/A		annual		ongoing
\$ 5,625.00	MyYellowstonePark.com	Targeted Leads	N/A		1st half 2024		in progress
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		digital	1st half 2024		complete
\$ 2,875.00	NW Travel & Life Mag	sponsored/boosted post & email		digital	Jul-24		pending
\$ 660.00	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		active
\$ 3,125.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				in progress
\$ 77,610.00	<b>subtotal Digital Advertising</b>						
<b>2.4 Video Advertising</b>							
\$ 8,025.53	Video creation and photography						pending
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				active
\$ 14,925.53	<b>subtotal Video Advertising</b>						
<b>2.5 Audio Advertising</b>							
\$ 6,900.00	programmatic audio	spotify/apple/pandora etc		SLC metro	April-May		complete
\$ 6,900.00	<b>subtotal Audio Advertising</b>						
<b>2.2 Print Advertising</b>							
\$ 6,625.00	NW Travel & Life Mag	2/3 & 1/2 pg road trip/yellowstone			Mar and Jul		March complete
\$ 30,560.40	Collateral materials/SEID Vis Broc	SE ID Vis Gd Brochure + birding	N/A	40,000	Mar-24		complete

\$ 1,031.25	Pocatello Chamber Mag	Full page, annual publication	BLCVB/Dwnat a		Mar-24	2/15/2024	complete
\$ 3,750.00	Visit IF Magazine	Full page, annual publication			Apr-24	3/22/2024	complete
\$ 7,362.50	Econ Dev Reg Mag	Full page, annual publication	VP		May-24		in progress
\$ 998.75	208 Things To Do	Full Page summer	N/A		May-24		complete
\$ 5,718.75	2024 Idaho Travel Guide	Full page ad	N/A		annual		
<b>\$ 56,046.65</b>	<b>subtotal Print Advertising</b>						
<b>10.2 PR/Social Media</b>							
\$ 5,000.00	Red Sky PR co-op	Targeted Promotion: Wellness					in progress
\$ 7,500.00	Social Media Influencer & content	co-op w Visit Pocatello			sum/fall		pending
<b>\$ 12,500.00</b>	<b>subtotal PR/Social Media</b>						
<b>10.3 Market Research</b>							
\$ 9,375.00	AirDNA-Trend Reports	Future Pacing, Mkt Sum, Trav Origin	N/A				in progress
\$ 3,750.00	Herrmann Global	International Trav origin research	VP 50/50		report may mtg		complete
<b>\$ 13,125.00</b>	<b>subtotal Market Research</b>						
<b>\$ 181,107.18</b>	<b>Total Obligated</b>						
<b>\$ 181,107.18</b>	<b>Total Budget</b>						
<b>\$ 0.01</b>	<b>Total Remaining</b>						

### Other Business

- Bear Brochures Stats- Destiny will forward the information out to the council.
- BLCVB and Visit Pocatello want to co-op for the Dallas Show next year.  
Attendance 30% 55-65 age group  
25% 45-55 age group  
Jeff mentioned that we should look into attending travel shows in California, Oregon and Arizona markets.
- Visit Pocatello-Big Sky market-TV show May 2-10 at ISU. Targeting ISU players and visitors. 140,000 viewers. Cost-\$5,000.00, banners-\$1500.00.
- Tish mentioned that she would like to expand our SE ID magazine to promote rural areas and small communities and that we need fresh new content. We could feature stories from Chambers, Communities etc.

### Schedule Next Meeting

The next meeting will be held on May 15, 2024 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

### Adjourn

The meeting was adjourned at 11:23 am.

Minutes by Bridget Losee