



# Southeast Idaho High Country Tourism August 19, 2020 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on August 19, 2020 at the Chuckwagon Restaurant in Lava Hot Springs.

## Present

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Randy'L Teton, Tish Dahmen, Sherril Tillotson, Kristen Jensen, Dan Lau. Guest: Birgitta Bright, Matt Hunter and Scott Elliot.

## Welcome and Introductions

High Country Tourism Council President Devanee Morrison called the meeting to order and welcomed all in attendance. Introductions were made by all members.

## Minutes

The July 15, 2020 meeting minutes were emailed to council members. Destiny Egley made a motion to approve the July 15, 2020 minutes, Dan Lau seconded the motion. The motion carried.

## Financial Status Report

Grant Administrator Destiny Egley reported on the financial status and following reports;

Register: IRELAND BANK CHECKING								
From 07/15/2020 through 08/18/2020								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
7/15/2020	DB	Chuckwagon	Meeting Meals	July Meeting	20	X		29,987.81
7/15/2020	DB	Zoom	Administration	month service fee Admin 2019 Grant	14.99	X		29,972.82
7/22/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on acct. for fulfillment	100	X		29,872.82
7/29/2020			Trade & Travel Shows	Deposit ISE Sportsmans show refund from YTT			1,100.00	30,972.82
8/4/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3 oz stamps for fulfillment 2019 Grant	68			30,904.82
8/5/2020	2699	Century Link	Accounts Payable	208-776-5155 903B	52			30,852.82
8/5/2020	2700	Forrest Design Group	Accounts Payable	Visit USA Parks branding and ads 2019 Grant RFF #4	5,562.50			25,290.32
8/5/2020	2701	Century Link	Accounts Payable	208-776-5155 903B	4.3			25,286.02
8/5/2020	2702	Bear River Assoc. of Gov't	Accounts Payable	BRHA Scenic Loop Tour Itinerary and BRHA 4-fold brochure co-op 2019 Grant RFF #4	1,000.00			24,286.02
8/5/2020	2703	Ron Gardner	Accounts Payable	Social media management for July 2019 Grant RFF #4	400			23,886.02
8/5/2020	2704	Homeland Web	Accounts Payable	July website maintenance, newsletter and updates 2019 Grant RFF #4	678.5			23,207.52
8/5/2020	2705	Lava Hot Springs Foundation	Accounts Payable	4 drawer lateral filing cabinet for admin. 2019 Grant RFF #4	978.21			22,229.31
8/6/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment	100			22,129.31

8/10/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99		22,111.32
8/18/2020	2706	Forrest Design Group	Accounts Payable	Online regional travel contest w/LHSF and Lava Chamber	1,250.00		20,861.32
8/18/2020	2708	Century Link	Accounts Payable	208-776-5155 903B	54.79		20,806.53

<b>SOUTHEAST IDAHO HIGH COUNTRY</b>							<b>08/18/20</b>
<b>MONTHLY EXPENSE REPORT</b>							
<b>BANK BALANCE FORWARD</b>							<b>\$ 29,007.81</b>
<b>DEPOSITS/REIMBURSEMENTS</b>							
		DEPOSIT - ISE Travel Show refund - COVID Cancellation					\$ 1,100.00
		DEPOSIT -					\$ -
		DEPOSIT -					\$ -
		DEPOSIT -					\$ -
		DEPOSIT -					\$ -
		DEPOSIT -					\$ -
		DEPOSIT -					\$ -
		<b>Total Deposits</b>					<b>\$ 1,100.00</b>
<b>EXPENSES</b>							
		Advertising - Forrest Design Group				\$ 6,812.50	
		Century Link - Telephone & Long Distance				\$ 111.09	
		Website - Homeland Web				\$ 678.50	
		Postage & Delivery - Fulfillment & Stamps.com fees				\$ 285.99	
		Meeting - Chuckwagon monthly meeting				\$ 20.00	
		Ron Gardner - Social Media Management				\$ 400.00	
		Bear River Heritage Area - Re-issued check cancelled last month's ch				\$ -	
		Zoom Meeting monthly fee - Cancelled for now on 8/13/2020				\$ 14.99	
		Lava Hot Springs Foundation - Office filing cabinet for Admin				\$ 978.21	
						\$ -	
		<b>TOTAL EXPENDITURES</b>				<b>\$ 9,301.28</b>	
<b>BANK ENDING BALANCE</b>							<b>\$ 20,806.53</b>
		<u>Account Details As of 8/18/2020</u>					
		IRELAND BANK					
		E\$SENTIAL CHECKING ACCOUNT					
		*****2529					
		\$22,096.33					

<b>19-V-1</b>	<b>2019</b>			Grant 8/1/19 -12/30/20		8/18/2020
<b>GRANT</b>						
<b>ELEMENTS</b>	<b>AWARDED</b>	<b>AMENDED</b>	<b>RCVD YTD</b>	<b>NEXT RFF</b>	<b>OBLIGATED</b>	<b>AVAILABLE</b>
Administration	\$ 2,000.00	\$ 2,000.00	\$ 1,319.68	\$ 69.82	\$ 148.00	\$ 462.50
Advertising-Co-ops-Collateral	\$ 101,674.00	\$ 59,000.00	\$ 29,376.55	\$ 1,250.00	\$ 26,425.00	\$ 1,948.45
Fulfillment	\$ 6,500.00	\$ 15,378.00	\$ 12,780.40	\$ -	\$ 2,025.00	\$ 572.60
Website	\$ 12,250.00	\$ 12,000.00	\$ 5,054.03	\$ -	\$ 5,000.00	\$ 1,945.97
Fam Tours & Site Visits	\$ 1,000.00	\$ -	\$ -	\$ -		\$ -
Trade and Travel Shows	\$ 12,000.00	\$ 8,000.00	\$ 6,258.25	\$ -		\$ 1,741.75

Training - Este & ICORT	\$ 1,750.00	\$ 796.00	\$ -	\$ -		\$ 796.00
<b>TOTALS</b>	<b>\$ 137,174.00</b>	<b>\$ 97,174.00</b>	<b>\$ 54,788.91</b>	<b>\$ 1,319.82</b>	<b>\$ 33,598.00</b>	<b>\$ 7,467.27</b>
*Match requirement for year is -	\$ 17,146.75					
YTD Match received for year is -	\$ 14,727.23					
<b>Balance of Match still needed</b>	<b>\$ 2,419.52</b>					
<b>**Reverting funds of around \$40K which is taken out of the Advertising-Co-ops-Collateral line item and amended total</b>						
<b>**Obligated amounts are the items that I have a good idea on the amount until December including Adv., \$1K Lava Chamber, \$1K Downata, \$1K So. Bannock Museum, \$500 Malad = \$3,500, Social Media \$2K, Video \$7,000</b>						
<b>SOCIAL MEDIA REPORT</b>						
Most liked Posts for July, 2020						
4.1K - 07/17 - Friday night movies at the Port						
646 - 07/14 - LHS pools on Best Of list from TravelAwaits						
539 - 07/11 - star gazers tip for watching the comet Neowise						
402 - 07/06 - Preston Night Rodeo cancelled						
280 - 07/08 - Iconic Idaho photos from Outdoor Idaho						

Dan Lau made a motion to approve the financial report as presented, Darlene Downs seconded the motion. The motion carried.

**Advertising Budget Status**

HIGH COUNTRY+B1:I16 TOURISM ADVERTISING PLAN 2019-2020 (19-v-1)							
8/19/2020	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>International/Canada</b>							
\$ 2,575.00	Miles Media	Canada West 2020 Spring	ITC/Vis Poc co-op		Mar-20		move to 2020
\$ 3,750.00	MyYellowstonePark.com	1/2 pg ad & content Yellowstone Jrnl FB, enews, online itinerary/content	ITC/VP Co-op		Jan-20		print complete
\$ 2,500.00	MyYellowstonePark.com	1/2 pg trip planner & leads	ITC/VP Co-op	45k prnt/12k lds	Dec-20	10/1/2020	print complete
\$ 5,562.50	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads	spring		complete
\$ 812.50	Facebook/instagram	CANADA	n/a	...			in progress
<b>\$ 15,200.00</b>	<b>subtotal Intl/Canada</b>						
<b>National</b>							
\$ 1,250.00	Post Register	Day Trip Promo	n/a		June-Jul		complete

\$ 9,225.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary		20k/70k unq vis	win/spr/sum		complete
<b>\$ 10,475.00</b>	<b>subtotal National</b>						
<b>Utah/Idaho</b>							
\$ 2,250.00	Idaho Falls Magazine	magazine ad and eblast/digital	co-op available		Oct-20		in progress
\$ 625.00	Des News/SL Trib Remnant	Jan 2020 Calendar of Events ad	n/a		Jan-20		complete
\$ 816.25	Post Register	101 Things To Do	Bear Lake CVB	763,500 cume	feb-mar 2020		complete
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...			in progress
\$ 328.13	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs				complete
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad	n/a		Jan-20		complete
<b>\$ 5,331.88</b>	<b>subtotal Utah/Idaho</b>						
<b>Special Interest-Snowmobiles, Trails, Birding</b>							
\$ 2,208.75	Living Bird/allaboutbirds.org	1/2 pg ad + digital	BL \$500 co-op	...	March spring issue		complete
\$ 1,250.00	Idaho Roadside Magazine	1/2 pg ad	n/a	...	2020 issue		complete
\$ 1,875.00	Snowest Ultimate Snowmobile Guide	2-pg spread		...	Jan-20		complete
\$ 400.00	Snow Goer Magazine	2/3 pg ad (\$1562.50 total)		...	Dec-19		complete
<b>\$ 5,733.75</b>	<b>Subtotal Special Interest</b>						
<b>\$ 36,740.63</b>	<b>Total</b>						

High Country Tourism Advertising budget for 2020-2021 will be approximately \$60,000.00  
 Birgitta went over a proposed 2020-2021 advertising plan totaling \$51,764.38.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)							
8/19/20	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>International/Canada</b>							
\$ 5,500.00	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads	spring		
\$ 2,575.00	Miles Media*	Canada West 2020 Spring	ITC/Vis Poc co-op		Mar-21		
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	Possible ITC		all year		

			VP/Other co-op				
\$ 3,750.00	MyYellowstonePark.com	1/2 pg ad & content Yellowstone Jrnl FB, enews, online itinerary/content	ITC/VP Co- op		Jan-21		
\$ 2,500.00	MyYellowstonePark.com	1/2 pg trip planner & leads	ITC/VP Co- op	45k prnt/12k lds	Jan-21	10/1/2020	
\$ 812.50	Facebook/instagram	CANADA	n/a	...	all year		
<b>\$ 21,387.50</b>	<b>subtotal Intl/Canada</b>						
<b>National</b>							
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2020	
\$ 10,000.00	Programmatic Digital	all year-multi campaign	n/a		All year		
\$ 5,500.00	Idaho Travel Guide	Full page ad			Jan-21	9/1/2020	
\$ 5,970.00	American Road Magazine	3 2/3 pg ads, 9 mo. online itinerary		20k/70k unq vis	win/spr/sum		
<b>\$ 22,476.25</b>	<b>subtotal National</b>						
<b>Utah/Idaho</b>							
	Salt Lake City Weekly 2250.00*	Digital	n/a				
\$ 3,125.00	Radio Proposal-KSFI	61 sec spots w co-op feb- mar	Bear Lake CVB	763,500 cume	feb-mar 2021		
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year		
\$ 328.13	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs		Feb-21		
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad	n/a		Jan-21		
<b>\$ 4,765.63</b>	<b>subtotal Utah/Idaho</b>						
<b>Special Interest-Snowmobiles, Trails, Birding</b>							
	DirtToys.com 1350.00*	pic of week sponsor 300x250 banner ad	n/a	...			
	Snowest.com 1125.00*	pic of the week sponsor	n/a				
	Snowest Ultimate Guide 1875.00*						
	SnowGoer magazine 1200.00*						
\$ 3,135.00	Living Bird/allaboutbirds.org	2 1/3 pg ads + digital	co-op available	...	winter/spring issue		
<b>\$ 3,135.00</b>	<b>Subtotal Special Interest</b>						

\$ 51,764.38	Total	*move to programmatic					
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Birgitta Bright showed the council a Bluetooth speaker that costs \$10.99 and a radio for \$20.00. We could use the speakers-radios for gifts for those that give donations for our travel shows trip packages etc.

**Travel Show Swag items:**

- Backpack
- Sunscreen
- Car Charger
- Key Chain with light
- Shoe reflector
- Rain Poncho

Destiny Egley made a motion to give Birgitta a budget of \$3,000.00 to use for purchasing swag and gift items. Randy'L Teton seconded the motion. The motion carried.

**Website Report**

Unique Visitors are down 19% from last year. Google sent about 8000 less visitors. Direct visits are down 700. Most popular pages are for camping, events, ATV & Fishing. Most events are way down. There were over 4700 newsletter opens. Trail map visits have more than doubled over last month and tripled over last year. Most visitors are from Utah and Idaho. Kathy Ray asked Ann to add the new **Caribou Loop Trail** to our ArcGIS map. It is ½ in Idaho and ½ in Wyoming. Kathy contacted Byron Baker and he said their organization would like us to add the entire trail and create a downloadable KML file for GPS devices. They are willing to pay me to add it so it wouldn't cost the HCT anything. I just need permission to add trails in Wyoming to our map. I can join the meeting on Zoom or you can call me if you have any questions.



Kathy Ray made a motion to approve the proposal to add the Caribou Trail Loop to our ArcGis map, Darlene Downs seconded the motion. The motion carried.

**Petroglyphs in McCammon Update**

Randy'L Teton and the Tribes Language and Culture Department. Randy'L Teton reported that the tribes have received a Native American grant to promote their culture, wellness etc. Nolan is the grant administrator. The Petroglyphs located in McCammon by I-15 are starting to erode so they will be part of a preservation effort and a historical landmark. The Petroglyphs tell a story.

### **Digital Hot Springs Guide**

Twin Falls Visitors Center Executive Director Melissa Barry of Region 6 is creating a 3 region digital Hot Springs Guide. There will be no cost to HCT. If you have a commercial hot spring please get the information to Destiny so that she can add to the guide. If you can offer a discount let her know that as well. [visitsouthidaho.com](http://visitsouthidaho.com) [bandwangocompany.com](http://bandwangocompany.com)

### **Other Business**

1. The Shoshone Bannock Tribes received three Yellowstone buffalo last Monday to use for their breeding program. They now have approximately 350 buffalo.
2. ICORT-Idaho Conference on Recreation and Tourism will be held virtual this year in October. There will be 4 online workshops the first 4 Thursdays in October. HCT will pay for 4 groups of 3 people to join the workshops. We have 8 participants thus far. We have 3 spots left. Let Destiny know by Thursday August 27<sup>th</sup> so she can get you registered. She will need your name and email address. So far we have Destiny Egley, Tish Dahmen, Sherril Tillotson, Kristen Jenson, Randy'L Teton, Birgitta Bright, Darlene Downs, Dan Lau and Kathy Ray.
3. The bed tax in our region is down 31%. The State bed tax is down 3%. The campgrounds are having an influx in reservations.

### **Next Meeting**

The next meeting will be held on September 23, 2020. We will meet at 8:45am at the East end of the Fort Hall Casino parking lot. Randy'L Teton is going to take us on a tour of the bottoms. After the tour we will return to Pocatello and hold the regular monthly meeting at 10:00am. Matt Hunter is going to get the venue for the meeting and let us know where.

### **Adjourn**

Destiny Egley made a motion to adjourn the meeting, Kathy Ray seconded the motion. The meeting was adjourned at 11:56am.

Minutes by:  
Bridget Losee  
HCT Secretary