



Southeast Idaho High Country Tourism August 24, 2022 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on August 24, 2022 at the Chuckwagon Restaurant, 211 E. Main Street, Lava Hot Springs, Idaho.

Welcome and Introductions

President Tami Leonhardt called the meeting to order and welcomed all in attendance. Council members and guest introduced themselves.

Present

Attending was President Tami Leonhardt, Vice President Molly Beseris, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Tyson Koester, Sherril Tillotson, Tish Dahman, Kristen Jensen. Guest: Birgitta Bright.

Minutes

The June 15, 2022 meeting minutes were emailed to the council for review. Molly Beseris made a motion to approve the June 15, 2022 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			08/23/22
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			\$ 5,712.39
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - RFF #4 2021 Grant		\$ 30,321.89
	DEPOSIT - RFF #5 2021 Grant		\$ 12,792.38
	DEPOSIT - Cancelled check never cleared bank		\$ 303.09
	DEPOSIT - RFF #6 2021 Grant		\$ 9,278.83
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	Total Deposits		\$ 52,696.19
EXPENSES			
	Advertising - Forrest Design Group	\$ 19,297.50	
	Century Link - Telephone & Long-Distance June-Aug	\$ 181.76	
	Website - Homeland Web	\$ 3,365.00	
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 305.47	
	Meeting - Chuckwagon monthly meeting	\$ -	
	Ron Gardner - Social Media Management	\$ 800.00	
	ICORT - Registration for 3 HCT members	\$ 600.00	
	Delta Airlines - Flight for Matt Hunter Rep for Esto Convention	\$ 1,007.20	
	Esto Convention - Registratoin for Rep Matt Hunter	\$ 1,200.00	
	Lucinda Klein - re-issue Sportsmans show per diem check never cashed	\$ 303.09	
		\$ -	
		\$ -	
		\$ -	
	TOTAL EXPENDITURES	\$ 27,060.02	
BANK ENDING BALANCE			\$ 31,348.56
	Account Details As of 8/23/2022		
	IRELAND BANK		
	E\$SENTIAL CHECKING ACCOUNT		
	*****2529		
	\$38,350.66		

Register: IRELAND BANK CHECKING								
From 06/15/2022 through 08/23/2022								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
6/22/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	June meeting	26.94	X		5,685.45
6/22/2022	DB	ICORT	Other Allowable Costs - Regist.	Registration for ICORT 3 people	600	X		5,085.45
6/23/2022	DB	Delta Airlines	Travel expenses	Flight for Matt Hunter Esto Convention	1,007.20	X		4,078.25
6/28/2022	DB	Esto Convention	Other Allowable Costs - Regist.	Esto convention registration for Matt Hunter	1,200.00	X		2,878.25
6/29/2022		Deposit	GRANT AWARD	Deposit RFF #4		X	30,321.89	33,200.14
6/30/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	postage on account fulfillment	100	X		33,100.14
7/8/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	brochures sent to Pocatello Airport fulfillment	18.65	X		33,081.49
7/11/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99	X		33,063.50
7/12/2022	2845	Forrest Design Group	Accounts Payable	Invoices #1432 & 1437	11,107.50	X		21,956.00
7/12/2022	2846	Lumen	Accounts Payable	208-776-5155 903B	0.42	X		21,955.58
7/12/2022	2847	Lumen	Accounts Payable	208-776-5155 903B	56.81	X		21,898.77
7/12/2022	2848	Ron Gardner	Accounts Payable	Social media management 2021 Grant RFF #5 Public relations	400	X		21,498.77
7/12/2022	2849	Homeland Web	Accounts Payable	June website maint. & management 2021 Grant RFF #5 Website	1,004.00	X		20,494.77
7/13/2022	2850	Lucinda Klein	Trade & Travel Shows	reissue per diem ck for Sportsmans show	303.09	X		20,191.68
7/13/2022	2851	Forrest Design Group	Accounts Payable	full pg ad in November 2021 Deseret News 2021 Grant RFF #5	1,250.00	X		18,941.68
7/13/2022	AJE-9/06/5R	Lucinda Klein	Trade & Travel Shows	Reverse of GJE AJE-9/06/5 -- For CHK 2828 voided on 07/13/2022		X	303.09	19,244.77
7/22/2022			GRANT AWARD	Deposit RFF #5 2021 Grant		X	12,792.38	32,037.15
8/1/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Fulfillment sent 2021 Grant RFF #6	13.55			32,023.60
8/3/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	Postage on account	100			31,923.60
8/9/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	info packets sent	6.9			31,916.70
8/10/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99			31,898.71
8/10/2022	2852	Lumen	Accounts Payable	208-776-5155 903B	62.1			31,836.61
8/10/2022	2853	Lumen	Accounts Payable	208-776-5155 903B	0.33			31,836.28
8/10/2022	2854	Forrest Design Group	Accounts Payable	Merlin Films, NW travel mag, and Wellness campaign 2021 Grant RFF #6	6,940.00			24,896.28
8/10/2022	2855	Homeland Web	Accounts Payable	July website management 2021 Grant RFF #6	2,361.00			22,535.28
8/10/2022	2856	Ron Gardner	Accounts Payable	Social media management 2021 Grant RFF #6	400			22,135.28
8/17/2022		Deposit	GRANT AWARD	Deposit RFF #6 2021 Grant			9,278.83	31,414.11

8/18/2022	DB	USPS- Postmaster	Fulfillment-Direct Mail & Email:Postage	Fulfillment postage	3.45				31,410.66
8/23/2022	2857	Century Link	Accounts Payable	Phone line charges for 800# 2021 Grant Admin 1.8 RFF #7	62.1				31,348.56

2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 9/30/2022			RFF's 1-6	Rev.8/10/2022
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 69%)	Telephone line, insurance, tax filing & office supplies	\$4,000.00	\$910.89	\$3,089.11
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, Sunset Mag. - Wellness Camp	\$22,500.00	\$16,572.50	\$5,927.50
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$10,000.00		\$10,000.00
2.3 Out of Home Advertising				
Billboards	Annual Billboard Contract and printing	\$8,000.00	\$625.00	\$7,375.00
2.4 Video Advertising				
Video/Digital	Video Creation & photography costs, Wellness video clip creations 4 seasons	\$19,522.00	\$1,000.00	\$18,522.00
OTT (Over the top TV)	Digital/Streaming OTT	\$8,000.00		\$8,000.00
2.6 Digital Advertising				
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, WELLNESS SEO & Google ads	\$31,800.00	\$16,712.11	\$15,087.89
Other	KSL.com, Wellness creative content & digital display adv. & retargeting	\$14,805.00		\$14,805.00
10.2 Public Relations	Social media campaigns paid ads	\$1,200.00		\$1,200.00
Influencer Engagement	Social media influencer content & blog	\$8,000.00		\$8,000.00
Content Creation	Social media content creation	\$1,000.00		\$1,000.00
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$124,827.00	\$34,909.61	\$89,917.39
5.0 Website - Homeland	Description - Vendors	Budget \$	Exp. to date	Balance
5.1 New Website creation	New website re-design including Wellness Campaign landing page	\$12,000.00	\$5,517.75	\$6,482.25
5.2 Other - Webhosting	webhosting renewals	\$600.00	\$214.55	\$385.45
Domain Name	Annual domain fees	\$150.00		\$150.00
Technical Upgrade	Web upgrades as needed for google analytics/changes	\$3,000.00		\$3,000.00
Maintenance	Web maint., plugins, web updates, newsletters & Wellness newsletter	\$9,500.00	\$6,870.83	\$2,629.17
	TOTAL BUDGET FOR HOMELAND WEB	\$25,250.00	\$12,603.13	\$12,646.87
2.2 Print Advertising	Description - Vendors	Budget \$	Exp. to date	Balance
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$9,800.00		\$9,800.00
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,300.00	\$4,515.61	\$2,784.39
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$7,100.00	\$6,633.97	\$466.03
2.6 Digital Advertising				
Other-online advertising	Go Travel Sites-Go-ID lead generation & email campaign	\$3,395.00	\$3,395.00	\$0.00
6.0 FAM & Site Visits				
Familiarization Tour #1	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00		\$1,000.00
Familiarization Tour #2	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		\$1,000.00
8.0 Trade & Travel Shows				
8.1 Consumer Travel Show				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$5,502.40	\$497.60
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00	\$893.94	\$5,156.06
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				

ICORT	Registration, Lodging and per diem	\$1,500.00	\$1,200.00	\$300.00
ESTO	Registration	\$1,500.00		\$1,500.00
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00	\$2,800.00	\$2,000.00
GRANT TOTAL		\$203,522.00	\$73,364.55	\$130,157.45

Molly Beseris made a motion to approve the financial status report, Sherril Tillotson seconded the motion. The motion carried unanimously.

2022 Grant Award Update and ITC Meeting Update

Grant Awards

- SE ID High Country Tourism requested \$240,000.00 and was awarded \$207,100.49.
- Visit Pocatello was awarded \$232,210.77.
- BL CVB was awarded \$49,000.00.
- \$5,000 each to Idaho ski association, Idaho guide Association, Restaurant Association and RV Guide.

Destiny adjusted the grant element amounts to reflect the 2022 Grant awarded amounts.

Bed Tax-Region 5

Percentage Awarded per grantee

High Country Tourism 40%

Visit Pocatello 47%

Bear Lake CVB 9%

Multiregional 4%

ITC Meeting

Birgitta gave a presentation on the Wellness Campaign. She did a great job.

Discussed:

- Montpelier- 23 more site at their campground.
- Butterfly Haven down in attendance.
- SEICOG manages the visit Pocatello grant.
- Admin. purchases \$500.00 limit was increased to \$1500.00.
- Admin. cap of \$7500.00 for office supplies, phone, audit etc.

Matt Borud mentioned that the ITC leads have been discontinued due to data privacy issues and data service provider problems.

2023 Trade Shows

Trade Show options for CY23:

- Utah Travel Show -Morris Murdock-Jan
- SL RV Show-Feb
- SL Sportsman show-March
- Spotlight on the Northwest Travel Show-Bus companies-Booths itineraries \$600.00
- Experience Idaho-Boise Idaho May 6-12, 2023 17th year 8000 visitors 56 N 10th street. Power, table and chairs additional cost. 10x20 \$750.00 BL Co-op
- Calgary Show
- RMI-Boise-IRU International Roundup April24-26
- ABA-not this year
- Go West-not this year
- Spotlight on the Northwest Travel Show-Bus companies-Booths itineraries \$600.00
- Snowbird Shows-Phoenix
- Boise Outdoor Expo
- ESTO Convention-US Travel Association
- Nationwide Travel and Adventures Shows
 - Denver

- Los Angeles
- San Francisco

Tish Dahman made a motion to attend the Experience Idaho Travel Show in Boise that will be held on May 6-12, 2022, Sherril Tillotson seconded the motion. The motion carried unanimously.

ICORT Registration and Discussion

One registration is still open if anyone is interested in going. Otherwise, Destiny can get a refund.

Advertising Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)							
8/24/2022	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
Digital Advertising							
\$ 36,105.00							
\$ 2,575.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP		spring 2022		running
\$ 12,500.00	Programmatic Digital	all year-multi campaign					running
\$ 6,250.00	Miles Media	VisitTheUSA Yellowstone Page	VP/YTT		continuous		live
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page Updates			continuous		
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads			1st half 2022		ongoing
\$ 5,000.00	MyYellowstonePark.com	1/2 pg ad in trip planner		40k	1st half 2022		complete
\$ 868.75	Northwest Travel nwtravelmag.com	Fall trip planner	N/A	lead+30kc/210kr	Aug/Sept/Oct 22		running
\$ 1,500.00	Northwest Travel nwtravelmag.com	E-newsletter	N/A	20,000	Sep-22		sent to Magazine
\$ 585.46	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		ongoing
\$ 1,000.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				ongoing
\$ 41,522.96	subtotal Digital Advertising						
Video Advertising							
\$ 17,522.00							
\$ 9,522.00	Video creation and photography	schedule and itinerary with Merlin Films in process					OTT spots complete
\$ 8,000.00	Digital/OTT Streaming	:15 and :30	N/A		through Dec		
\$ 17,522.00	subtotal Video Advertising						

Print Advertising							
\$ 26,000.00							
\$ 1,250.00	RV Idaho 2023	1/2 page full color	Back Covr w LCOC		Oct-22	10/1/2022	complete
\$ 10,000.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc					ongoing
\$ 5,437.50	2022 Idaho Travel Guide	Full page ad	N/A		annual		complete
\$ 1,250.00	Deseret Magazine	Full page ad	N/A		Nov-21		complete
\$ 8,505.00	American Road Magazine	1/2 pg ads, dig itinerary, swpstk leads, virtual roadtrip, getaway deals, vis gd promo, vid enhanc (\$1150/mo gratis)			wtr/spr/sum		complete
\$ 3,346.25	Northwest Travel & Life Magazine	1/2 pg ad		30k circ/210k rdr	Aug/Sept/Oct 22		complete
\$ 29,788.75	subtotal Print Advertising						
Out of Home Advertising							
\$ 8,000.00							
\$ 625.00	Ogden & Tremonton Billboards	2 billboards at Farr West (Ogden) and Tremonton	last period 12-27-21 to 1-23-22 from previous contract				cancelled
\$ 625.00	subtotal Out of Home Adv.						
PR/Social Media							
\$ 10,200.00							
\$ 8,000.00	Social Media Influencer	Merrills on the move/Sarah Rohrbach			Merrill posts in progress		Merrills visit complete
\$ 6,215.48	Social Media Content	part of above visits					
\$ 14,215.48	subtotal PR/Social Media						
Wellness Campaign							
\$ 30,000.00							
\$ 1,250.00	E-Newsletter		co-op available				
\$ 3,125.00	Social media influencer/live event	vetting influencers	co-op available				
\$ 10,000.00	Programmatic Digital ads	pending landing page					in progress
\$ 6,250.00	Video content/clips		co-op available				

\$ 1,875.00	Landing page	page built/adding featured listingd	co-op available				complete
\$ 7,500.00	National Wellness mag ad		co-op available				
\$ 30,000.00	subtotal Wellness Campaign						
\$ 133,674.19	Total Obligated						

Wellness Page is live on the Website. Webmaster Ann Yearsley and Birgitta worked together putting the page together.

Wellness Page Ads

- Featured listings at the top of the page cost \$100.00 per month.
- listings under the top listing cost \$40.00 per month.
- 100 listing and categories.

Birgitta proposed advertising with Bandwango passports.

- One-time passport \$9,500.00
- Quarterly (4) \$14,500.00
- Bandwango creates the passports then HCT will have to advertise the passport trails.

Passports Options:

- Museum
- Golf
- Food and beverage
- Sweets and Treats
- Family Fun
- History Hiking and Hutch.

Birgitta will get more information and send out to the council or report on it next month.

Ron Gardner-Social Media report

The Council likes the report format that Ron Gardner sent for the meeting. The amount of likes on the report are from our Facebook posts. Ron put a link to the outdoor recreation video from the website.

Top Posts per month

JULY: July top posts

- 887 - 7/06 - Marsh Valley Pioneer Days
- 683 - 7/11 - Preston Night Rodeo
- 420 - 7/14 - Rebuild project ..I-15 intersection
- 291 - 7/25 - Raspberry Festival coming up
- 277 - 7/25 - Plans to install new bridges on Mink Creek Trail

JUNE: Popular posts, June '22

- 1581 - 06/16 - Downata / firefly's
- 1424 - 06/17 - Invitation to visit SE Id due to Yellowstone cancellations
- 1184 - 06/14 - Update on Yellowstone conditions
- 1005 - 06/14 - Historic photo of LHS "mineral plunge" building
- 855 - 06/07 - Scout Mtn upgrades update
- 689 - 06/21 - Make Summer of '22 unforgettable - Letter fm SE Id video

MAY:

- 2,281 - 05/10 - picture - Star Wars theme - Vader on a Tater
- 1,297 - 05/15 - WX service info about Lunar Eclipse
- 750 - 05/16 - ready for sumadis? 11 days till LHS olympic pool opening
- 736 - 05/12 - olympic pool getting spruced up for season
- 547 - 05/24 - Going to Yellowstone? article on SE idaho fm VisitUSA

April '22

- *5,195 - 4/29 - New day use reservation system for Bear Lake North Shore
- 1,686 - 4/12 - Ice formation pics from Bear Lake
- 775 - 4/11 - Ice at Bear Lake
- 476 - 4/04 - I-15 hazardous conditions alert / weather
- 434 - 4/06 - Idaho Senior Games - you have 3 months to get in shape!

MARCH 03/22

- 2,060 - 3/23 - I-15 highway dept. crack sealing project
- 1,637 - 3/11 - Daylight Saving Time to start
- 476 - 3/20 - Congratulations to all winner at Pebble Creek Dummy Jump

- 420. - 3/23 - Spring Fair at Holt Arena
- 359. - 3/09 - New snow at Pebble Creek

Feb '22

- 961 - 02/05 - Getting wild - photos from Fire & Ice Festival
- 565 - 02/02 - No food or drink / lava hot springs pools
- 504 - 02/05 - list of day's events / fire & ice
- 422 - 02/21 - Pebble Creek will close on Mon & Tue in March
- 400 - 02/23 - weather warning - bundle up - wind chills below zero

Jan/22

- 1.6K - 01/11 - Two events coming up. Bear Lake Monster Winterfest - Fire & Ice Winterfest
- 794 - 01/25 - Plan for Vacation - how to find campgrounds, etc. in IdahoHighCountry
- 526 - 01/05. - Blowing snow in SE Idaho - road closures
- 460 - 01/04 - Wx service predictions on snowfall amounts
- 400 - 01/14 - Fun starts Friday at Bear Lake Monster Winterfest
- 380 - 01/08 - Having trouble deciding what to do? LHS and promo for website/hot springs

Update on Experience SEID Magazine

Birgitta reported that the magazine is not finished yet. It was suggested that the trail maps be added into the magazine. There would be approximately eight pages of maps trails.

Website Report

Webmaster Ann Yearsley was absent from the meeting but emailed the website statistics to all the memberships.

Unique visits are down 29% from last year. Google visits were down 32%. Direct visits were down 34%. Visits from Idaho and Utah are almost equal. The most visited pages were events, the homepage, ATV trails, and recreation. The Newsletter had 2621 trackable opens. SendInBlue shows only 281 clicks but Google Analytics Shows 1346 clicks. I just read that about 74% of website users are incognito or blocking cookies now. Fireworks and events were the top searches.

Other Business

1. We need to purchase a new TV-player for travel shows. The council agreed that it should have 2-3 USB ports, be a smart TV and 36" screen.
2. It was mentioned that we need new displays the old ones fall over. Birgitta will look into a new display.

Schedule Next Meeting

The next meeting will be held on September 21, 2022 @ 10am at the Lava Hot Springs Foundation Board Room.

Adjourn

Destiny Egley made a motion to adjourn, Tyson Koester seconded the motion. The meeting ended at 12:22pm.

Minutes by Bridget Losee
HCT Secretary