



Southeast Idaho High Country Tourism August 25, 2021 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on August 25, 2021, at the Oneida County Library in Malad, Idaho.

Present

In attendance were officers: President Devanee Morrison, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Darlene Downs, Tami Leonhardt, Kristen Jensen, Kathy Ray. Guests: Birgitta Bright, Kiana Spillman and Ann Yearsley.

Welcome and Introductions.

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

Minutes

The May 19, 2021 and June 16, 2021 meeting minutes were emailed to council members for review. Kathy Ray made a motion to approve the May 19, 2021 and the June 16, 2021 meeting minutes, Tami Leonhardt seconded the motion. The motion carried.

Financial Status Report

Grant Administrator-Treasurer Destiny Egley presented the financial report.

SOUTHEAST IDAHO HIGH COUNTRY			08/24/21
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			
			\$ 20,720.60
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - Ireland Bank credit from their error on check		\$ 0.06
	DEPOSIT - RFF #3 2020 Grant		\$ 9,608.97
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	Total Deposits		\$ 9,609.03
EXPENSES			
	Advertising - Forrest Design Group	\$ 7,401.74	
	Century Link - Telephone & Long Distance	\$ 121.31	
	Website - Homeland Web	\$ 2,026.42	
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 759.63	
	Meeting - Chuckwagon	\$ 20.00	
	Ron Gardner - Social Media Management	\$ 800.00	
	Information Technology Now - Computer services	\$ 247.50	
	Soda Springs Floral - Flowers for Dan Lau	\$ 53.00	
	Soda Springs School District - Donation in Honor of Dan Lau	\$ 50.00	
	Good News - Bear Brochure Distribution	\$ 570.00	
	Emilee Vaden - Gift Card Reimbursement	\$ 50.00	

7/14/2021	DB	USPS- Postmaster	Fulfillment- Direct Mail & Email: Postage	fulfillment pkt sent Canada	1.69	X	29,654.12
7/19/2021	DB	USPS- Postmaster	Fulfillment- Direct Mail & Email: Postage	3 oz stamps for fulfillment	57	X	29,597.12
7/19/2021	2769	Forrest Design Group	Accounts Payable		1,250.00	X	28,347.12
7/19/2021	2770	Lumen	Accounts Payable	208-776-5155 903B	58.04	X	28,289.08
7/19/2021	2771	Lumen	Accounts Payable	208-776-5155 903B	1.97	X	28,287.11
7/19/2021	2772	Ron Gardner	Accounts Payable	Social media management June 2020 Grant RFF #5	400	X	27,887.11
7/19/2021	2773	Homeland Web	Accounts Payable	June website management, maint, updates and newsletter 2020 Grant RFF #4	1,298.92	X	26,588.19
7/21/2021	DB	USPS- Postmaster	Fulfillment- Direct Mail & Email: Postage	1 roll of stamps	55	X	26,533.19
7/22/2021	DB	Stamps.com	Fulfillment- Direct Mail & Email: USPS & Stamps.com	postage on account for Fulfillment	100	X	26,433.19
7/29/2021	DB	USPS- Postmaster	Fulfillment- Direct Mail & Email: Postage	Fulfillment pkt to Canada	1.69	X	26,431.50
8/10/2021	DB	USPS- Postmaster	Fulfillment- Direct Mail & Email: Postage	3oz stamps for fulfillment	57		26,374.50
8/10/2021	DB	Stamps.com	Fulfillment- Direct Mail & Email: USPS & Stamps.com	monthly service fee	17.99		26,356.51
8/17/2021	DB	Soda Springs School District	Miscellaneous	Donation in Honor of Dan Lau Memorial	50		26,306.51
8/17/2021	DB	USPS- Postmaster	Fulfillment- Direct Mail & Email: Postage	Bear Brochures fulfillment 5 boxes @ 23.20ea.	116		26,190.51
8/17/2021	2776	Good News, LLC	Accounts Payable	Annual brochure distribution contract July 2021-June 2022, 2020, Grant RFF #5 1/2 and 2021 Grant RFF	570		25,620.51
8/17/2021	2777	Forrest Design Group	Accounts Payable		6,151.74		19,468.77
8/17/2021	2778	Lumen	Accounts Payable	208-776-5155 903B	3.44		19,465.33

8/17/2021	2779	Lumen	Accounts Payable	208-776-5155 903B	57.86		19,407.47
8/17/2021	2780	Ron Gardner	Accounts Payable	Social media management 2020 Grant RFF #5	400		19,007.47
8/17/2021	2781	Homeland Web	Accounts Payable	Website management, maint. & Newsletter including pics 2020 Grant RFF #5	727.5		18,279.97
8/17/2021	2782	Void Check	Miscellaneous	voided check			18,279.97
8/18/2021	DB	Emilee Vaden	Miscellaneous	Reimbursement for gift	50		18,229.97

SOUTHEAST IDAHO HIGH COUNTRY TOURISM GRANT STATUS

20-V-1	2020 GRANT	Grant 8/1/20 - 12/30/21				REV 8/24/2021	
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE	
Administration	\$ 3,000.00	\$ 3,000.00	\$ 1,039.22	\$ 57.86	\$ -	\$ 1,902.92	
Advertising-Co-ops-Collateral	\$ 79,689.00	\$ 96,687.76	\$ 28,650.27	\$ 9,798.38	\$ 58,967.50	\$ (728.39)	
Fulfillment	\$ 14,800.00	\$ 13,280.00	\$ 11,827.40	\$ 212.57	\$ 1,235.88	\$ 4.15	
Website	\$ 10,600.00	\$ 6,000.00	\$ 3,480.17	\$ 727.50		\$ 1,792.33	
Fam Tours & Site Visits	\$ 1,000.00	\$ 106.92	\$ 106.92			\$ -	
Trade and Travel Shows	\$ 11,500.00	\$ 5,000.00	\$ 1,070.00	\$ 1,495.00	\$ 1,395.00	\$ 1,040.00	
Training Esto & ICORT & Influencer	\$ 5,400.00	\$ 1,914.32	\$ -		\$ 914.32	\$ 1,000.00	
TOTALS	\$ 125,989.00	\$ 125,989.00	\$ 46,173.98	\$ 12,291.31	\$ 62,512.70	\$ 5,011.01	
*Match requirement for year is -	\$ 15,750.00						
YTD Match received for year is -	\$ 11,763.66						
Balance of Match still needed	\$ 3,986.34						
**2021 GRANT AWARD - \$173,522.00 and started August 1st, 2021							
SOCIAL MEDIA REPORT							
Most liked: July '21							
1.7K - 7/24 - optional beaches available at Bear Lake when North Beach is closed							
965 - 7/22 - Lava Hot Springs video of rain at the hot pools							
417 - 7/03 - Iconic Idaho pics from Outdoor Idaho							
343 - 7/12 - Easten Corbin to perform - Summer Concert Series							
Most liked posts - June '21							
*1.7K - 6/10 - Beat the heat at Minnetonka. Cave							
605 - 6/01 - Bear River Hot Springs - pools/slides opening							
403 - 6/06 - Marie Osmond visits homestead							
402 - 6/03 - First Friday Artwalk and Brewfest in Pocatello							
291 - 6/25 - Eastern Idaho State Fair entertainment lineup							

2021 Grant award was \$173,522.00.

2020 Grant has been automatically extended to December 2021. \$5,011.01 grant funds available for additional advertising opportunities.

Darlene made a motion to approve the financial report, Kathy Ray seconded the motion. The motion carried.

Brochure Distribution Opportunity & Brochure-Advertising Co-op status with Partners

Co Partnerships:

- Soda Springs Fishing Derby
- Malad Welsh Festival \$1,000.00-canceled for 2021.
- Lava Chamber Advertising articles-distribution \$2,000.00.

Brochure Distribution: Add the Teton Area to our Bear Brochures distribution?

Certified Folder doesn't deliver to this area. It will cost \$47.50 per month for the Teton area equaling \$570.00 per year.

Kathy Ray made a motion to approve the request to have Bear River deliver brochures to the Teton Area, Tami Leonhardt seconded the motion. The motion carried.

Travel Shows and International Travel Shows

HCT and YTT are not allowed to share a booth, but possibly can get booths next to each other and we can take out the divider.

Travel Shows

Sportsman Shows-Possibly partner with Pocatello Chamber of Commerce or/and Fish and Game?

- SLC RV Show-Sandy Utah February 17-20, 2022, \$1,495.00 booth-chairs. Reps: Kristen, Tami, Destiny.
- Utah Travel Expo and Morris Murdock Travel Show: St. George Utah January 26, 2022
And Sandy, Utah January 28-29, 2022.
- Salt Lake International Sportsman Show-Sandy Utah March 17-20,2022. Reps: Kristen, ?

International Shows

- ABA (American Bus Association) January 8-11, 2022, in Grapevine Texas Early Bird special \$1,595.00 after September 8, 2021. \$1,695.00 for one person, 2nd person \$700.00. Rep-Becky Smith and/or Tami Leonhardt. HCT pays for registration then individual organizations pay for per diem, flights etc.
- Calgary Show-March 19-20,2022. HCT attends this show partnering with Visit Pocatello.
- Go West Show-February 14-18 Reno, Nevada. 2 Reps-Kristen, Birgitta.
- International Roundup-May 2022. Possible rep-Becky Smith. Tentative for next year.
- Canadian Snowbird Show-Phoenix Arizona. TBA.

Touring Adventure Bus Guide for International Travel shows: Birgitta is going to condense the magazine down to four tours, replace and update pictures, attractions per location, contact information and mileage. 100 copies \$112.00 plus \$600.00 graphic design = \$712.00. Completion deadline January 2022.

BRHA (Bear River Heritage Area) Itineraries-HCT links to their website.

Advertising-Marketing Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)							
8/25/2021	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
\$ 9,225.00	American Road Magazine	2/3 pg ads, 9 mo online itinerary	--	20k/70k unq vis	win/spr/sum		in progress
\$ 25,731.25 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
\$ 5,218.75	KSL Targeted Digital	Native content, email, display	n/a		May-21		complete
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year		
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad			Jan-21		complete
\$ 14,474.69 subtotal Utah/Idaho							
\$ 62,968.44 Total							

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)

8/25/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
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Digital Advertising							
\$ 30,300.00							
\$ -	Miles Media	Canada West Multi-Channel Cmpn					
	Programmatic Digital	all year-multi campaign					
\$ -	Miles Media	VisitTheUSA Trips Page					
\$ -	MyYellowstonePark.com	Targeted Leads & road trip promo					
\$ -	MyYellowstonePark.com	1/2 pg ad in trip planner					
\$ -	Facebook/instagram	CANADA/SLC/BOISE					
\$ 30,300.00	subtotal Digital Advertising						
Video Advertising							
\$ 17,522.00							
\$ 9,522.00	Video creation and photography						
\$ 8,000.00	Digital/OTT Streaming						
	HCT Logo Animation						
\$ 17,522.00	subtotal Video Advertising						
Print Advertising							
\$ 26,000.00							
	RV Idaho 2021	1/2 page full color					
	Collateral materials						
	Idaho Travel Guide	Full page ad					
	American Road Magazine	2/3 pg ads, 9 mo online itinerary			fall/wtr/spr/sum		
\$ 26,000.00	subtotal Print Advertising						
Out of Home Advertising							
\$ 8,000.00							
	Ogden & Tremonton Billboards						
\$ 8,000.00	subtotal Out of Home Adv.						

PR/Social Media							
\$ 8,000.00							
\$ 8,000.00	Social Media Influencer						
\$ 1,000.00	Social Media Content						
\$ 9,000.00		subtotal PR/Social Media					
\$ 90,822.00		Total					

Canada is open now.

2020 RV Guide could possibly be the last print of this guide. Birgitta is still waiting to hear from them.

Advertising-Marketing opportunities.

1. Programmatic Radio-target person. \$ Variable.
2. Logo-3D animated for advertising \$500.00-\$1000.00
3. Flip books-HCT Magazine on website-thumbnail-program issuu.com has the capability to have the magazine live on the website. The customer can page through the magazine. Subscription allows HCT to pull the articles and then they can be shared-boosted on Facebook. Annual subscription \$600 + prep articles \$400.00 = \$1,000.00.
4. Tour Guides- 100 copies-\$112.00 graphic design \$600.00=\$712.00
5. Activities Guides-Links categories more user friendly like separate into Trails, biking, winter, water, birding, Split into 5 sheets.
1000 copies= \$75.00 each \$400-500 per for prep.
6. Additional Display for travel shows \$500.00.

Kathy Ray made a motion that we go with these suggested advertising opportunities; #2 Logo animation, #3 website flip book #4 Tour Guides and #6 display for travel shows, Destiny seconded the motion. The motion carried.

HCT's cost for American Road Magazine will be higher than we budgeted because we had no co-op partners. American Road Magazine: itineraries are a popular download on their website. American Road is now distributed in Walmart Stores. The state has postponed the Brand USA Miles Media Canada West multi-channel campaign again until spring of 2022. We are going ahead instead with a western Canada digital Brand USA campaign with Visit Pocatello now for the same cost budgeted in our 2020 grant. The state will still match us \$2000.00 and Brand USA amplifies our buy. We can still participate in the postponed spring 2022 campaign with our 2021 grant.

Yellowstone loop alternative Brand USA Webpage should be live soon. Birgitta will send link by email to council. Yellowstonepark.com. don't know if we will be able to do this marketing this year without the co-op from the state. The state has changed all co-op to run only with Madden Media

Website Report

June 2021: New Visitors are up 26% from last year. Google sent about 4300 more visitors. Direct visits are up 36%. Most popular pages are Events, Camping, ATV & Fishing. Events

are way up. Most visitors are from Idaho and Utah. The Trail map visits have almost doubled over last year 1097 in 2021 vs 571 in June 2020. There were over 5100 newsletter opens and 336 clicks. 72% are on mobile devices.

July 2021: New Visitors are up 23% from last year. Google sent about 4500 more visitors. Direct visits are up 84% probably from radio and print ads. Most popular pages are Fire Report, Events, Camping, ATV & Fishing. Events are way up. Most visitors are from Idaho and Utah. The Trail map visits were slightly down from last year. There were over 5400 newsletter opens and 269 clicks.

SmugMug photos-HCT hired photographer Rick Parker to take pictures at the Preston Rodeo. HCT purchased the photos. Rick asked that his name be recognized at the bottom of each page that has his photos. Great Pics!!

Word Press has a plugin that would translate website in other languages. Google translates languages. Some of the requested languages are Spanish, German, Spanish, French, Dutch, Korean, Indonesian, Russian and Italian.

Malad Representative-Economic Development Professional

Kathy Ray is retiring on August 31, 2021. **Congratulations!!**

In the last 20+ years Kathy has represented Malad and the Region as an Economic Development Professional for the four Cassia Counties. Kathy asked that High Country Travel Council appoint the new Economic Development Professional that will be replacing her to the HCT Council-Board. The Bylaws would need to be amended to add a rural Economic Development Professional.

Darlene Downs made a motion to put out to vote to all voting members to possibly amend the bylaws to add a rural Economic Development Professional that works with Idaho Commerce, Destiny Egly seconded the motion. The motion carried.

Other Business

1. Dan Lau's Family sent a "Thank you" card for the flowers that HCT sent for his service.
2. Devanee Morrison thanked Kathy Ray for her service with HCT and congratulated her on her retirement. Devanee presented Kathy with a retirement card-gift certificate.
3. ICORT will be held October 4-6, 2021, in Boise. HCT has funding enough for four people to attend in person. Reps: Kristen Jensen,?

Next Meeting

The next meeting will be held on September 15, 2021 @ 10am at the Chuckwagon Restaurant in Lava Hot Springs.

Adjourn

Kristen Jensen made a motion to adjourn the meeting, Darlene Downs seconded the motion. The meeting was adjourned at 1:09 am.

Minutes by:
Bridget Losee
HCT Secretary