



# Southeast Idaho High Country Tourism August 28, 2019 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday August 28, 2019 at 9:00 am, at Craig's Garage in Paris, Idaho.

**Present**

In attendance were officers: President Devanee Morrison, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Tami Leonhardt, Dan Lau. Guest: Birgitta Bright, Ann Yearsley and Ron Gardner.

**Welcome and Introductions**

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

**Minutes**

The council reviewed the June 19, 2019 meeting minutes. After review Tami Leonhardt made a motion to approve the minutes, Destiny Egley seconded the motion. The motion carried unanimously.

**Financial Status Report**

Grant Administrator Destiny Egley went over the following financial reports:

<b>BANK BALANCE FORWARD</b>		<b>\$ 27,257.69</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
DEPOSIT -RFF #3 2018 Grant reimbursement	\$	17,083.14
DEPOSIT - RFF #4 2018 Grant reimbursement	\$	5,308.08
DEPOSIT -	\$	-
DEPOSIT -	\$	-
DEPOSIT -	\$	-
DEPOSIT -	\$	-
DEPOSIT -	\$	-
<b>Total Deposits</b>	<b>\$</b>	<b>22,391.22</b>
<b>EXPENSES</b>		
Advertising - Forrest Design Group	\$	8,420.50
Century Link - Telephone & Long Distance April	\$	106.75
Website - Homeland Web	\$	2,024.12
Postage & Delivery - Fulfillment & Stamps.com fees	\$	931.52
Meeting - Chuckwagon monthly meeting	\$	-
Ron Gardner - Social Media Management	\$	400.00
Costco - New computer for Grant manager Destiny	\$	1,604.94
Hunter Argyle & Dalton Egley - Hired hands to move broch. & load truck	\$	40.00
Mimi Payne Photography	\$	3,356.00
Walmart - Office supplies - flash drive to move all docs from old to new	\$	8.45
Microsoft Store - New computer software update & Office 365	\$	198.99
Office Max - Office supplies & mouse for computer	\$	58.90
Lava Hot Springs Foundation drinks for Photographer	\$	3.00
American Bus Association - Registration for Tish Dahmen conference	\$	1,595.00
Quickbook 2019 Software desktop version	\$	299.95
<b>TOTAL EXPENDITURES</b>	<b>\$</b>	<b>19,048.12</b>
<b>BANK ENDING BALANCE</b>		<b>\$ 30,600.79</b>
Account Details As of 8/28/2019		
IRELAND BANK		
ESSENTIAL CHECKING ACCOUNT		
*****2529		
\$32,717.71		

Register: IRELAND BANK CHECKING								
From 06/18/2019 through 08/28/2019								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
6/20/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packet sent	1.98	X		27,237.72
6/25/2019	DB	Costco	Capital Outlay	HCT new laptop for grant administrator	1,604.94	X		25,632.78
6/25/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	postage on account for fulfillment packets	100	X		25,532.78
6/25/2019	2592	Hunter Argyle	Advertising - Print & Digital:Brochures & Distribution	Loading and moving brochures at Storage	20	X		25,512.78
6/25/2019	2593	Dalton Egley	Advertising - Print & Digital:Brochures & Distribution	Loading and moving brochures at Storage	20	X		25,492.78
6/25/2019	2594	Mimi Payne Photography	Accounts Payable	Malad and Downata mileage 2018 Grant RFF#4	162	X		25,330.78
6/26/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	postage on account for fulfillment packets	100	X		25,230.78
6/26/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Box of brochures sent and 3oz stamps for fulfillment	43.37	X		25,187.41
7/1/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Box of Brochures to Ashton Vis. Center	14.35	X		25,173.06
7/10/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Postage on account for fulfillment packets	200	X		24,973.06
7/10/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee stamps.com	17.99	X		24,955.07
7/10/2019	2595	Mimi Payne Photography	Accounts Payable	Malad and Downata photoshoot 7/12/2019 RFF #4 2018 Grant	500	X		24,455.07
7/10/2019	2595	Mimi Payne Photography	Accounts Payable	mileage for Lava/Soda and Bear Lake trips photography 2018 Grant RFF #4	120	X		24,335.07
7/10/2019	2596	Ron Gardner	Accounts Payable	Social media management for June 2018 Grant RFF #4	200	X		24,135.07
7/11/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3oz stamps for fulfillment packets	34	X		24,101.07
7/14/2019	DB	Walmart	Administration:Supplies	flash drive for docs from old to new computer 2018 Grant RFF #4 Admin	8.45	X		24,092.62
7/15/2019			GRANT AWARD	Deposit RFF #3 2018 Grant		X	17,083.14	41,175.76
7/16/2019	DB	Microsoft Store	Administration	Software update new computer 2018 Grant RFF #4	99	X		41,076.76
7/16/2019	2597	Century Link	Accounts Payable	208-776-5155 903B	3.93	X		41,072.83
7/16/2019	2598	Homeland Web	Accounts Payable	June website maint., updates and newsletter work 2018 Grant RFF #4	941.17	X		40,131.66
7/16/2019	2599	Mimi Payne Photography	Accounts Payable	mileage for Lava/Soda and Bear Lake trips photography 2018 Grant RFF #4	58	X		40,073.66
7/17/2019	DB	Office Max	Administration:Supplies	Office supplies	13.33	X		40,060.33
7/17/2019	DB	Lava Hot Springs Foundation	Miscellaneous	Bought drinks for Mimi Payne photography	3	X		40,057.33
7/17/2019	DB	American Bus Association	Trade & Travel Shows	Internation ABA Convention 2020 Tish registration RFF #4 2018 Grant	1,595.00	X		38,462.33
7/18/2019	DB	Quickbooks	Administration	Quickbooks software	299.95	X		38,162.38
7/19/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	postage on account stamps	100	X		38,062.38
7/23/2019	2600	Mimi Payne Photography	Accounts Payable	Lava & Soda Pictures on 7/17 RFF #4 2018 Grant	550	X		37,512.38
7/29/2019	DB	Office Max	Administration:Supplies	Wireless mouse for computer	45.57			37,466.81

7/30/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage on account for fulfillment	100			37,366.81
7/30/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	1 box of brochures to V.C & 3oz stamps	45.59	X		37,321.22
8/5/2019	2601	Century Link	Accounts Payable	208-776-5155 903B	48.51			37,272.71
8/5/2019	2602	Century Link	Accounts Payable	208-776-5155 903B	3.09			37,269.62
8/5/2019	2603	Void Check	Miscellaneous	VOID:				37,269.62
8/5/2019	2604	Ron Gardner	Accounts Payable	July social media management 2018 RFF #5	200			37,069.62
8/5/2019	2605	Forrest Design Group	Accounts Payable	1/2pg ad in Living Bird Mag. for HCT 2018 Grant RFF #4	2,095.50			34,974.12
8/5/2019	2606	Homeland Web	Accounts Payable	July website maint, updates, newsletter, photos etc. 2018 Grant RFF #5	1,082.95			33,891.17
8/5/2019	2607	Mimi Payne Photography	Accounts Payable	Photos for Bear Lake and mileage for Blackfoot/AF & Fort Hall 2018 Grant RFF #5	866			33,025.17
8/6/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	2 books of 3oz stamps for fulfillment	34			32,991.17
8/12/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99			32,973.18
8/13/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	fulfillment packet	2.13			32,971.05
8/20/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	fulfillment packet sent	2.13			32,968.92
8/22/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment	100			32,868.92
8/22/2019	2608	Mimi Payne Photography	Accounts Payable	Photos for Blackfoot/Am. Falls and Fort Hall 2018 Grant RFF #5	1,100.00			31,768.92
8/22/2019	2609	Forrest Design Group	Accounts Payable	November 2018 NPT campaign Final RFF 2017 Grant	3,750.00			28,018.92
8/22/2019	2610	Century Link	Accounts Payable	208-776-5155 903B	51.22			27,967.70
8/22/2019	2611	Forrest Design Group	Accounts Payable	Canada West Spring ad w/ITC and VP 2018 Grant RFF #5	2,575.00			25,392.70
8/25/2019	DB	Microsoft Store	Administration	Office 365 software	99.99			25,292.71
8/28/2019			GRANT AWARD	Deposit RFF #4 2018 Grant			5,308.08	30,600.79

18-V-1	2018 GRANT				Grant 8/1/18 -9/30/19		8/27/2019
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE	
Administration	\$ 12,000.00	\$ 12,000.00	\$ 481.08	\$ 293.69	\$ -	\$ 11,225.23	
Advertising-Co-ops-Collateral	\$ 75,697.00	\$ 79,597.00	\$ 30,926.15	\$ 10,191.00	\$ 20,831.25	\$ 17,648.60	
Direct Mail & Email Mktg & Fulfillment	\$ 10,000.00	\$ 10,000.00	\$ 1,856.89	\$ 443.89	\$ -	\$ 7,699.22	
Website	\$ 12,200.00	\$ 12,200.00	\$ 5,540.56	\$ 1,080.75	\$ -	\$ 5,578.69	
Fam Tours & Site Visits	\$ 1,500.00	\$ 1,500.00	\$ 763.05	\$ -	\$ -	\$ 736.95	
Sponsorships	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	
Trade and Travel Shows	\$ 12,000.00	\$ 12,000.00	\$ 6,332.48	\$ 1,595.00	\$ -	\$ 4,072.52	
Capital Outlay & Software	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ -	
Training & Professional Development	\$ 1,500.00	\$ 600.00	\$ -	\$ -	\$ 600.00	\$ -	
<b>TOTALS</b>	<b>\$ 128,397.00</b>	<b>\$ 128,397.00</b>	<b>\$ 46,400.21</b>	<b>\$ 13,604.33</b>	<b>\$ 21,431.25</b>	<b>\$ 46,961.21</b>	
*Match requirement for year is -	\$ 16,050.00						
YTD Match received for year is -	\$ 13,971.93						
<b>Match Balance</b>	<b>\$ 2,078.07</b>						

Tami Leonhardt made a motion to approve the Financial Report, Dan Lau seconded the motion. The motion carried unanimously.

**Travel Show Displays**

The displays are in rough shape, we need to update the Travel Show displays with new pictures.

**Social Media-Ron Gardner**

<b>Most liked posts for June, 2019</b>				
903 - 6/16 - The 2019 Pebble Creek Wildflower and Music Festival				
767 - 6/14 - Weekend weather and plug for website for ideas on outdoor rec.				
720 - 6/21 - first day of summer! What a better way to celebrate than to tube the river				
577 - 6/26 - new shows coming to Portneuf Health Trust Amphitheatre				
341 - 6/28 - Soda Springs July 4th events				
340 - 6/26 - video from Gray's Lake Nat'l Wildlife Refuge- bird eggs hatching				
<b>Most Liked posts, July 2019</b>				
1,171 - July 12 - Weekend weather				
1,008 - July 01 - Coming to play with us? 10 things to do in LHS				
963 - July 21 - Preston Night Rodeo coming up				
931 - July 30 - Preston Night Rodeo				
438 - July 07 - Marsh Valley Pioneer Days / Rodeo				
422 - July 19 - 50th Anniv. of Moon landing - Id Museum of Nat History				
409 - July 28 - County Fair Time - link to info on all fairs in SE Id				

Ron Gardner wanted to attend the meeting to meet the council and answer any questions. He spends most of his time on Facebook and RV Idaho Camping Association page. First thing in the morning he searches for things to post on Facebook and then later in the day he will respond to any questions.

- He goes through the events calendar, towns events and activities.
- He looks at other regions to compare with what he is doing for region 5.
- Idaho Calendar.com has a lot of the events.
- He researches other Facebook pages and shares events, video clips and pictures.
- He checks the inbox and notifications daily and replies to questions and gets people to engage on events etc.
- He follows up on posts after events to get people to engage with their experiences and get them to post pictures of their experience.
- Ron asked if there is anything that he should change or do differently with Social Media. The council agreed that he is doing a great job.
- Currently HCT pays \$200.00 per month. The council agreed that it is worth more and suggested paying him \$400.00 per month.

Destiny Egley made a motion to increase Ron Gardner’s Social Media monthly fee to \$400.00, Tamil Leonhardt seconded the motion. The motion carried unanimously.

Ann is updating information on 2020 events as soon as the event is over in 2019.

Destiny Egley made a motion to pay Mimi Payne \$120.00 take some picture of the Olympic Swimming Complex platform, Tami Leonhardt seconded the motion. The motion carried.

**Advertising Budgets Status**

High Country Tourism Marketing Plan Options 2018-2019							
2/20/2019	ADVERTISING ITEM	DESCRIPTION	co-op partners	CIRCULATION	RUN DATE	AD MATERIAL DUE	status
\$ 10,931.25	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads			Scheduled

\$ 3,750.00	MyYellowstonePark.com	1/2 pg insert plus leads	n/a				complete
\$ -	MyYellowstonePark.com	1/2 pg insert shifted to 2017	n/a				complete
\$ 5,970.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary	Visit Pocatello? Others?	20k/70k unq vis	winter2018 spring 2019 summer 2019		ongoing
\$ 3,750.00	Radio Proposal-KSFI	60 sec spots w co-op jan-feb		763,500 cume	11-5-18 to 2-4-19		complete
\$ -	Radio Proposal-KSFI	Nov-Dec shifted to 2017					complete
\$ -	Zion's Community Magazine	Shifted to 2017	BLCVB, Dwnata, LHSF	50000	nv/dc jn/fb mar/apr		complete
\$ 2,500.00	photography						
\$ -	Pocatello Livability Mag	Shifted to 2017	Vis Poc, Old Town Pocatel	20k	jan 19 annual		complete
\$ 1,006.25	RV Idaho	1/2 page full color	n/a	...	annual		complete
\$ 1,475.00	Dirt Toys	pic of week sponsor 300x250 banner ad	n/a	...	jan- sept 2019		ongoing
	Dirt Toys	pic of week shifted to 2017	n/a	...	oct-dec 2018		complete
\$ -	Ultimate Guide to Snowmobiling	1/2 pg 4c shifted to 2017	n/a	...		1-Oct-18	complete
\$ 905.00	Snowest	pic of the week sponsor	n/a		jan- sept 2019		ongoing
\$ 2,500.00	Living Bird/allaboutbirds.org	1 print ad and digital	BL \$600 print?	...			TBD
\$ 12,500.00	Hagadone Digital	CANADA/NATL Geofencing digital	n/a	gps dependent			TBD
\$ 1,250.00	Facebook/instagram	CANADA, SLC, BOI	n/a	...			ongoing
\$ 2,500.00	Calgary Metro	CANADA native ad bundle	n/a	...			TBD
<b>\$ 49,037.50</b>	<b>Total</b>						

\$ 10,359.50 Available

\$ 59,397.00 Total Budget

New Layout of the HCT Brochure. Birgitta will send out the draft copy of the brochure for all council to approve their community information. Print 10,000 brochures.

Target: Utah  
Baby Boomers  
Families for Fall Breaks

**2020 Travel Shows-Swag Items-Birgitta Bright**

**4 Travel Shows:**

- Utah Travel Expo-Jan 11-12 Layton Utah
- Morris Murdock Travel Show-Jan 23 St George Jan 25-26 Sandy UT
- ABA American Bus Association Jan26-29 Louisville Ky
- Utah Sportsman Vacation RV February 14-17 Sandy Ut
- International Sport Expo Sandy Ut March 14-17
- Co-op

Swag:\$5,500.00

1. Idaho Shape Magnets \$ 35ml 5000 \$1,300.00
2. Cozies 1000 \$675.00
3. Luggage Handel Wraps 1000 \$1,381.25
4. Key Chains 1000 \$912.50
5. Post it Notes 1000 \$750.00

Destiny made a motion to spend \$5,500.00 toward purchasing swag for Travel Show giveaways, Dan Lau seconded the motion. The motion carried.

**Status of Birding and Fishing Brochures**

The Birding and Fishing brochures are at the stage of getting approval on the layout and quotes on the printing costs. Birgitta brought a draft copy of each brochure. Birgitta will email the proof to all members.

**Website Report**

Ann Yearsley reported on the Website Stats. She also emailed the website statistics to all of the council. If you are not getting the stats let Ann know and she can add you to the email distribution list.

Things are looking up! We had over 4,000 more unique users than we had in July last year! We had 7000 more Google searches than last year! Our new site went live August 19, 2016 so we will get more accurate comparisons after net month.

**Next Meeting**

The next meeting will be held on September 18, 2019 at the Marriot in Pocatello. Birgitta Bright will contact Jeff about reserving the conference room at the Marriot for the meeting.

**Adjourn**

Destiny Egley made a motion to adjourn the meeting, Dan Lau seconded the motion. The motion was adjourned at 12:28pm.

Minutes by:  
Bridget Losee  
HCT Secretary