

## Southeast Idaho High Country Tourism February 14, 2024 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on February 14,2024 at the Lava Hot Springs Foundation Board Room 430 E. Main Street Lava Hot Springs, Idaho.

#### Welcome and Introductions

President Tami Leonhardt called the meeting to order and welcomed all in attendance.

#### Present

President Tami Leonhardt, Vice President Molly Beseris, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Jeff Glissendorf, Debbie Dumont, Kristen Jensen and Tyson Koester. Guests: Birgitta Bright and Ann Yearsley.

#### Minutes-Action Item

The January 17, 2024 meeting minutes were emailed to the council for review. Debbie Dumont made a motion to approve the January 17, 2024 meeting minutes, Destiny Egley seconded the motion. The motion carried unanimously.

## Action Item-Bylaws Discussion

Highlighted areas are the changes discussed:

## 3. BOARD OF DIRECTORS

a. Board members with voice and vote:

**1.** Each Chamber of Commerce, and city entity, may appoint one (1) representative who is a resident of Southeast Idaho to serve with voice and vote.

**2.** The Board may appoint one (1) member at large who is a resident of Southeast Idaho to serve a one- year term with voice and vote. This member shall be the Treasurer/Grant Administrator.

**3.** The Board may appoint one (1) member at large from the Shoshone - Bannock Tribe to serve with a voice and vote upon payment of full membership dues.

**4.** The Region's designated Fulfillment Center may appoint one (1) member at large who is a resident of Southeast Idaho to serve a one-year term with voice and vote. If the current year elected Secretary is affiliated with the fulfillment center, they may have voice with no vote.

# **b.** Board members with voice but no vote: DELETE THIS ENTIRE HIGHLIGHTED SECTION OUT WITH THE FOLLOWING CHANGES ADDED TO ABOVE 3. a.

The following members of the Board will serve with voice but no vote unless they concurrently serve in one of the categories listed above in ARTICLE III, 3a, 1-4. DELETE THIS OUT

- 1. The current year elected President ADD TO ABOVE SECTION 3. a. to have VOICE AND VOTE
- 2. The current year elected Vice President ADD TO ABOVE SECTION 3. a. to have VOICE AND VOTE
- **3.** The current year elected Secretary DELETE THIS OUT and reworded in above #4.
- 4. The immediate past year President DELETE THIS OUT

Debbie Dumont made a motion to accept the change to the Bylaws and have Destiny put it out to all board members for vote, Destiny Egley seconded the motion. The motion carried unanimously.

## Social Media Policy-Molly Beresis

Molly Beseris presented the council with a draft Social Media Policy for the council to review and approve. It contained the following;

• Confidential Information- An employee, contractor or board member shall not disclose any organizational-related confidential or proprietary information on any social media website, Blog, or other internet forum of communication.

- Posting-An employee, contractor or board member shall not post any defamatory, derogatory or inflammatory content.
- Stay Respectful- Though not an exhaustive list, it is discouraged from posting anything illegal, federally or by state, defamatory, pornographic, harassing or the otherwise might be hostile.
- Add verbiage of council approval and review.

## Action Item-Financial Status Report

Grant Administrator-Treasurer Destiny Egley reported on the financial status.

SOUTHEAST IDAHO HIGH COUNTRY		02/13/2
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$17,168.33
DEPOSITS/REIMBURSEMENTS		¢ 600.00
DEPOSIT - Malad lost check - cancelled and reissued		\$ 600.00
DEPOSIT - Am. Falls & Pocatello Chamber dues		\$ 400.00
DEPOSIT - City of Lava and City of Soda Springs Dues		\$ 400.00
DEPOSIT - Lava Chamber & IDMNH Museum dues		\$ 400.00
DEPOSIT - BLCVB & Visit Pocatello Dues		\$ 400.00
DEPOSIT - RFF #10FINAL 22' Grant & RFF #3 2023 Grant		\$57,860.32
DEPOSIT -		\$ -
Total Deposits		\$60,060.32
I I EXPENSES		
Advertising - Forrest Design Group	\$44,310.00	1
Century Link & Lumen - Telephone & Long Distance	\$ 72.13	
Website - Homeland Web	\$ 362.70	
Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 825.02	
Mikes Market & LHSF - Meeting snacks and drinks	\$ 21.94	
Microsoft Office - software annual membership	\$ 99.99	
Modern Expo - MM UT Travel Expo show - power for booth	\$ 153.37	
Best Western CottonTree Inn - Kristen and Debbie rooms for show	\$ 499.02	
Kristen Jensen - Travel reimb. & per diem for UT Travel expo	\$ 981.79	
Information Tech now - IT services on computer for HCT	\$ 120.00	
Debbie Dumont - Travel reimb. & per diem for UT travel expo	\$ 376.26	
Good News - Brochure distribution	\$ 660.00	
Onspot Social - monthly service fee for email app at shows	\$ 35.00	
Destiny Egley - Travel reimb. & per diem for Snowbird AZ show	\$ 887.40	
Malad Chamber of Commerce - reissued lost check	\$ 600.00	1
	\$ 000.00	
	<del>\$</del> -	
TOTAL EXPENDITURES		
BANK ENDING BALANCE	φ <b>30,004.0</b> 2	\$27,224.03
		φ21,224.03
Account Details As of 2/13/2024		
IRELAND BANK		
E\$\$ENTIAL CHECKING ACCOUNT		
*******2529		1
\$62,835.28		

Register: IRELAND BANK CHECKING			
From 01/17/2024 through 02/13/2024			
Sorted by: Date, Type, Number/Ref			

Date	Numbe r	Payee	Account	Memo	Payment	с	Deposit	Balance
Dute	•	American Falls	, lecount	includ	Tuyment	Ŭ	Deposit	Balance
		Chamber of						
1/17/2024		Comm	Accounts receivable	2		х	200	17,968.3
		Pocatello						
		Chamber of						
1/17/2024		Commerce	Accounts receivable	2		Х	200	18,168.3
1/17/2024	DB	Mike's Market	Meeting Meals	January meeting	5.94	Х		18,162.3
		Lava Hot Springs		meeting drinks for January				
1/17/2024	DB	Foundation	Meeting Meals	meeting	10.5	Х		18,151.8
				annual microsoft software fee				
1/17/2024	DB	Microsoft Store	Administration	2023 Grant RFF #3	99.99	Х		18,051.9
1/17/2024	DB	Mike's Market	Meeting Meals	Jan. mtg meals	5.5	Х		18,046.4
			Fulfillment-Direct					
			Mail &	shipment to AZ for Snowbird				
			Email:USPS &	show Fulfillment 2023 Grant RFF				
1/22/2024	DB	USPS-Postmaster	Stamps.com	#3	321.85	Х		17,724.5
			Fulfillment-Direct					
			Mail &					
4 /22 /2024		<i>c</i> .	Email:USPS &	postage on account for	100			47 694 5
1/23/2024	DB	Stamps.com	Stamps.com	fulfillment 2023 Grant RFF #3	100	Х		17,624.5
1/24/2024		City of Lava Hot	A a a a un ta un a a i un h lu	_		v	200	17 024 5
1/24/2024		Springs City of Soda	Accounts receivable	2		Х	200	17,824.5
1/24/2024		Springs	Accounts receivable			х	200	18,024.5
1/24/2024		Forrest Design	Accounts receivable	-	11,628.7	^	200	10,024.5
1/24/2024	2974	Group	Accounts Payable	Inv. 1492,1494,1495	5			6,395.8
1/24/2024	2574	Group	/ ccounts r dydbic	Jan phone line charges 2023				0,000.0
1/24/2024	2975	Century Link	Accounts Payable	Grant Admin RFF #3	71.32	х		6,324.4
1/21/2021	2373	Modern	7 lecounts r ayabie	Electrical services for booth	, 1.52			0,02111
		Exposition	Trade & Travel	MM/Utah Travel expo 2023				
1/26/2024	DB	Services	Shows	Grant RFF #3	153.37	х		6,171.1
				2 reps Kristen 2 nights & Debbie 1				
		Best Western	Trade & Travel	night for UT Travel Expo 2023				
1/27/2024	DB	CottonTree Inn	Shows	Grant RFF #3	499.02			5,672.0
				Pre-shipment of booth supplies				
			Trade & Travel	to AZ Snowbird show 2023 Grant				
1/28/2024	DB	CSI Services	Shows	RFF #3	222.56	Х		5,449.5
		Lava Hot Springs						
		Chamber of						
1/29/2024		Commerce	Accounts receivable	2		Х	200	5 <i>,</i> 649.5
		Idaho Museum						
4 /20 /2024		of Natural					200	
1/29/2024		History	Accounts receivable Fulfillment-Direct	2		Х	200	5,849.5
			Mail &					
			Email:USPS &					
1/30/2024	DB	USPS-Postmaster	Stamps.com	roll of stamps	68	х		5,781.5
1,00,2021	00	oor o'r ostinuster	otamps.com	Morris Murdock UT Travel Expo				3,701.3
			Trade & Travel	travel reimb. St. George and				
1/30/2024	2976	Kristen Jensen	Shows	Sandy 2023 Grant RFF #3	981.79			4,799.7
		Information		HCT computer maint. update				
1/30/2024	2977	Technology Now	Accounts Payable	work 2023 Grant Admin RFF #3	120			4,679.7
				Morris Murdock UT Travel Expo				
				travel reimb. St. George and				
1/30/2024	2978	Debbie Dumont	Travel expenses	Sandy 2023 Grant RFF #3	376.26			4,303.4
				Bear Brochures Pocatello				
				contract Jan-Dec24' - 2023 Grant				
1/31/2024	2979	Good News, LLC	Accounts Payable	RFF #3 Cash Match only	660			3,643.4
				Travel show display and supplies				
- 4			Trade & Travel	shipped back to office from AZ				_
2/5/2024	DB	UPS	Shows	Snowbird show 2023 RFF #4	92.62			3,550.8
2/7/2024	1	Bear Lake CVB	Accounts receivable	<u>م</u>		Ì	200	3,750.8

				Monthly service fee for email		T T		
		Onen etce siel ee	Trada Q Traval					
		Onspotsocial.co	Trade & Travel	collection app for shows 2023				
2/7/2024	DB	m	Shows	Grant RFF #4	35			3,715.86
							57,860.3	
2/9/2024		Deposit	-split-	Deposit RFF #FINAL 22 Grant & RFF	#3 2023 Gra	nt	2	61,576.18
		Visit						
2/12/2024		Pocatello/PCVB	Accounts receivable	2			200	61,776.18
			Fulfillment-Direct					
			Mail &					
			Email:USPS &					
2/12/2024	DB	Stamps.com	Stamps.com	Monthly service fee	19.99			61,756.19
				Snowbird AZ show travel reimb				
			Trade & Travel	for Destiny and Darwin 2023				
2/12/2024	2980	Destiny Egley	Shows	Grant RFF #4	887.4			60,868.79
		Malad Chamber		Display at Cherry Creek Visitors				
2/12/2024	2981	of Commerce	Accounts Payable	Center 2023 Grant RFF #2	600			60,268.79
		Forrest Design		·	32,681.2			
2/12/2024	2982	Group	Accounts Payable		5			27,587.54
2/12/2024	2983	Lumen	Accounts Payable	208-776-5155 903B	0.81			27,586.73
				Website maint. and management				
2/12/2024	2984	Homeland Web	Accounts Payable	2023 Grant RFF #4	362.7			27,224.03

2023 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2023			RFF's 1-3	2/13/2024	
1.8 Administration	Description	Budget \$	Exp. to date	Balance	
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$ 3,000.00	\$ 191.32	\$ 2,808.68	
2.0 Advertising - FDG	Description - Vendors				
2.2 Print Advertising - Mag.	ID State, Pocatello, Am. Rd, Great Am. West, Living Bird, Trade show	\$ 14,800.00	\$ 450.00	\$ 14,350.00	
Collateral Material	Visitors Guide to SEID, Experience SEID Mag.	\$ 18,000.00	\$ 5,700.99	\$ 12,299.01	
2.4 Video Advertising					
Video/Digital	Video creation and photography costs (FDG), Merlin Films	\$ 10,000.00		\$ 10,000.00	
OTT (Over the top TV)	Digital/Streaming OTT Datafy	\$ 8,500.00		\$ 8,500.00	
2.5 Audio Streaming radio	Pandora, Spotify, Youtube Music, Datafy	\$ 5,000.00		\$ 5,000.00	
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'sSEO Ads, google ads, creative content, digital advertising	Datafy, Miles Media, Brand USA, Herrmann Global, YMP.com & Bandwango	\$ 59,000.00		\$ 59,000.00	
10.2 Public Relations	Paid Social Media Campaigns (FDG),content creation and Red Sky Co-op	\$ 10,000.00		\$ 10,000.00	
Influencer Engagement	Social Media Influencer content and blog (Forrest Design Group)	\$ 5,383.15		\$ 5,383.15	
Content Creation	Social Media Content creation	\$ 1,000.00		\$ 1,000.00	
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$ 151,683.15		\$ 151,683.15	
5.0 Website - Homeland					
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 700.00		\$ 700.00	
Domain Name	Annual Fees (Homeland Web)	\$ 200.00	\$ 66.64	\$ 133.36	
Technical Upgrade	Web upgrades as needed for google analytics and technology changes	\$ 5,000.00		\$ 5,000.00	
Maintenance	Website maint.,hosting fees, plugins, adding pictures and video to library	\$ 5,000.00		\$ 5,000.00	
Other -Email newsletters	Email newsletters Homeland Web, GoID or other	\$ 7,000.00		\$ 7,000.00	
	TOTAL BUDGET FOR HOMELAND WEB	\$ 17,900.00		\$ 17,900.00	
2.2 Print Advertising				, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Collateral Material	Small Community Brochures, trail maps	\$ 10,000.00		\$ 10,000.00	
Fulfillment Costs	Fulfillment costs on postage,stamps.com, CenturyLink long-distance charges	\$ 8,500.00		\$ 8,500.00	
Other - Brochure Dist.	Certified Folder and Bear Brochures Distribution contracts	\$ 11.000.00	\$ 7,663.16	\$ 3.336.84	
2.6 Digital Advertising		* 11,000.00	\$ 1,000120	\$ -	
Other-online advertising	Go Travel Sites - Go-Idaho.com page	\$ 4,000.00	\$ 3,395.00	\$ 605.00	
8.0 Trade & Travel Shows		\$ 4,000.00	\$ 3,355.00	\$ -	
Show #1	UT MM, RV Show w/YTT, Dallas Adv. Show, Boise Exp ID Expo	\$ 14,000.00	\$ 3,068.31	\$ 10,931.69	
Show #2 - International	Go West, IRU, Canadian Snowbird Extravaganza in Arizona	\$ 11,000.00	\$ 3,008.31	\$ 11,000.00	
10.0 Other Allowed Costs		\$ 11,000.00		\$ -	
10.1 Training & Prof. Dev.				ş - \$ -	
ICORT	Member Registrations, Lodging and per diem for ICORT	¢ 3,000,00			
ESTO		\$ 2,000.00	+	\$ 2,000.00	
10.2 Public Relations	Registration	\$ 1,500.00		\$ 1,500.00	
	Social Media Management & content creation - Genuine Letter	\$ 7,000.00	+	\$ 7,000.00	
	<u>GRANT TOTAL</u>	<u>\$ 241,583.15</u>	<u>\$ 20,535.42</u>	<u>\$ 221,047.73</u>	
	CASH MATCH OBLIGATION	<u>\$ 30,197.89</u>	<u>\$ 1,449.71</u>	<u>\$ 28,748.18</u>	

Debbie Dumont made a motion to accept the financial status report as presented, Jeff Glissendorf seconded the motion. The motion carried unanimously.

### 2024 Grant Discussion

Destiny Egley asked the council if they had anything that they wanted to add to the grant application. The board approved for Destiny to move forward with applying for the 2024 Grant. The three regional grantees (Destiny Egley, Tami Leonhardt and Jeff Glissendorf) agreed that they need to meet with Birgitta Bright to discuss advertising options and then bring back ideas to the council for review and approval.

Travel Show Name	Dates	Attendees and Co-ops
Denver Travel & Adventure	1/20-1/21	VP Jeff
Utah Travel/Morris Murdock	1/24 & 1/26-27	HCT&VP Kristen and Tish
SLC RV Show w/YTT	2/15-2/18	HCT&YTT Kristen, Tish & Bridget
Dallas Travel& Adventure	3/23-3/24	HCT&VP Molly Beseris and Hubby??
Experience Idaho Expo	5/4/2023	HCT &VP Jeff
International Shows		
International Roundup (IRU	4/19-4/22	Molly
Snowbird Extravaganza	2/5/2023	HCT& LHSF Destiny and Darwin

### Travel Shows Updates-Reports

## Denver Travel and Adventure Show

Jeff Glissendorf attended the Denver Travel and Adventure Show that was held in Denver Colorado on January 20-21, 2024. It was a lot of fun. Attendance 10,000 per day and had a lot of entertainment. Bear Lake was popular at this show and is a great destination. The customers were telling him that Denver is getting too busy, and they want to travel to a slower paced location. The cost of the show was approximately \$5,000.00 for registration and \$3,000.00 for travel. He paid for the next year for a discount which was \$3,500.00. A lot of people were interested in birding and American Falls at the show. Jeff has created a travel show review form to be filled out after each event.

#### Snowbird Extravaganza Show

Destiny and Darwin Egley attended the Snowbird Extravaganza show in Arizona on February 5, 2024. They ran out of swag in the first 25 minutes. It was a really well attended show. This show is geared towards Canadian retired snowbirds. She said that she would premake a bag of the brochures for handouts to give to the customers in the future. They were very willing to sign up for the giveaway package. Good Show.

#### Dallas Travel and Adventure Show

Molly Beseris will be attending the Dallas Travel Show on March 23-24, 2024 - Molly mentioned that she can take the swag with her on her flight. Destiny will purchase some huckleberry candy and have it delivered to the show. The brochures and display will be shipped to the show as well.

## Website Report-Ann Yearsley Homeland web

Total Users are UP 945 from last year. Google visits were UP 833. Direct visits were UP 44. Visits from Idaho, Utah and Colorado were UP. The most visited pages were the homepage, events, Lava Silo rental, snowmobiling & ice fishing. Datafy ADS sent over 1000 visitors. Newsletter numbers were fantastic using the new Beehive platform with over 21,000 opens!

Datafy ads were a huge factor for the increase in visits to the website. Great American West Newsletter featured Randy L Teton. The Silo House was popular in the searches. The Birding map and festivals were searched on the website.

#### Advertising Budget Status-Birgitta Bright-Forrest Design Group

Birgitta Bright reported on advertising budget status.

	HIGH (	COUNTRY TOURISM .	ADVERTISING PLAN	2023-2024	(23-v-1) - FO	RREST DES	IGN GR	OUP	
	2/14/2024	нст	DESCRIPTION	CO-OP	CIRCULATIO N	RUN DATE	ART DUE	STATUS	

	gital Advert							
\$ 90,0	00.00							
\$	6,375.00	Miles Media	Canada West Multi- Channel Cmpn	ITC		spring 2024	in progre	ess
\$ 1	0,000.00	Programmatic Digital- Passports	promotion of travel passports				pendin	g
\$ 1	0,000.00	Programmatic Digital-Niche	birding and other niche markets					
\$ 9	9,200.00	Programmatic Digital- Branding	all year-multi campaign			Nov23- Apr24	active	
\$ 1	18,125.00	Bandwango-Activity Passports	4				in progre	255
\$ 1	11,625.00	Americanroadmagazine.co m	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			win/spr/su m	in progre	255
\$	1,875.00	Americanroadmagazine.co m	enewsletter x2			win/spr	pendin	g
\$	1,875.00	Great American West	partnership materials	N/a		annual	ongoin	g
\$	5,625.00	MyYellowstonePark.com	Targeted Leads	N/A		1st half 2024	in progre	255
\$2	2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		digital	1st half 2024	in progre	255
\$	2,875.00	NW Travel & Life Mag	sponsored/boosted post & email		digital	Jul-24	pendin	g
\$	660.00	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual	active	
\$	3,750.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A			in progre	ess
\$ 84,4	85.00	subtotal Digital Advertising						
2.4 Vic	deo Adverti	ising						
\$ 20,5	00.00							
\$ 1	0,000.00	Video creation and photography					pendin	g
\$6	5,900.00	Digital/OTT Streaming	:15 and :30	N/A			active	
\$ 16,9	00.00	subtotal Video Advertising						
2.5 Au	dio Advert	ising						
\$ 8,50	00.00							
\$ 0	11,875.0	SE ID Podcasts	apple/spotify/iheartradi o etc	open	worldwide	perpetual	pendin	g
\$ 6	5,900.00	programmatic audio	spotify/apple/pandora etc		SLC metro	April-May	active	
\$ 18,3	775.00	subtotal Audio Advertising						
	int Advertis							_

\$ 42,800.00					
\$ 1,250.0	D RV Idaho 2024	1/2 page full color			??
\$ 6,625.00	NW Travel & Life Mag	2/3 & 1/2 pg road trip/yellowstone		Mar and Jul	March complete
\$ 3,750.0	Collateral materials	tour guides, activ gd, trdshows, etc	Birding reprint		
\$ 5,712.5	0 2024 Idaho Travel Guide	Full page ad	N/A	annual	
\$ 17,337.50	subtotal Print Advertising				
10.2 PR/Socia	l Media				
\$ 24,000.00					
\$ 5,000.00	Red Sky PR co-op	Targeted Promotion: Wellness			in progress
\$ 10,500.0	Social Media Influencer & content	co-op w Visit Pocatello			pending
\$ 15,500.00	subtotal PR/Social Media				
10.3 Market F	esearch				
\$ 9,375.0	D AirDNA-Trend Reports	Future Pacing, Mkt Sum, Trav Origin	N/A		in progress
\$ 3,750.0	) Herrmann Global	International Trav origin research	VP 50/50		in progress
\$ 13,125.00	subtotal Market Research	1			
\$ 166,122.50	Total Obligated				
\$ 185,800.00	Total Budget				
\$ 19,677.50	Total Remaining			+ +	

#### Grant Application

Grant Administrator Destiny Egley asked if there are any changes to the draft grant application-Birgitta will look at the advertising budget and discuss with Destiny what to continue with or change to other opportunities. Then Destiny will present the draft application to the council for approval.

#### Other Business

- Social media posts-Molly Beseris and Debbie Dumont volunteered to respond to the social media posts. Destiny sent an invite to Molly and Debbie so that they can respond to social media posts. Pocatello hired MaryDawn for their social media posts as well.
- Destiny will send the contact information spreadsheet to the council. The council can update their information.
- Echo Marshall will be the representative for the Shoshone Bannock Tribes.
- Jeff Glissendorf is looking into purchasing a travel show case-bag that will hold all the show brochures and displays.

#### Schedule Next Meeting

The next meeting will be held on March 20, 2024 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

#### Adjourn

Debbie Dumont made a motion to adjourn the meeting, Tyson Koester seconded motion. The motion carried unanimously. The meeting was adjourned at 12:21pm.