



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			02/13/24
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			\$17,168.33
DEPOSITS/REIMBURSEMENTS			
	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
EXPENSES			
	Advertising - Forrest Design Group	\$44,310.00	
	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	
		\$ -	
		\$ -	
	TOTAL EXPENDITURES	\$50,004.62	
BANK ENDING BALANCE			\$27,224.03
	<u>Account Details As of 2/13/2024</u>		
	<u>IRELAND BANK</u>		
	<u>E\$SENTIAL CHECKING ACCOUNT</u>		
	<u>*****2529</u>		
	\$62,835.28		

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

Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
1/17/2024		American Falls Chamber of Comm	Accounts receivable			X	200	17,968.33
1/17/2024		Pocatello Chamber of Commerce	Accounts receivable			X	200	18,168.33
1/17/2024	DB	Mike's Market	Meeting Meals	January meeting	5.94	X		18,162.39
1/17/2024	DB	Lava Hot Springs Foundation	Meeting Meals	meeting drinks for January meeting	10.5	X		18,151.89
1/17/2024	DB	Microsoft Store	Administration	annual microsoft software fee 2023 Grant RFF #3	99.99	X		18,051.90
1/17/2024	DB	Mike's Market	Meeting Meals	Jan. mtg meals	5.5	X		18,046.40
1/22/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	shipment to AZ for Snowbird show Fulfillment 2023 Grant RFF #3	321.85	X		17,724.55
1/23/2024	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment 2023 Grant RFF #3	100	X		17,624.55
1/24/2024		City of Lava Hot Springs	Accounts receivable			X	200	17,824.55
1/24/2024		City of Soda Springs	Accounts receivable			X	200	18,024.55
1/24/2024	2974	Forrest Design Group	Accounts Payable	Inv. 1492,1494,1495	11,628.75			6,395.80
1/24/2024	2975	Century Link	Accounts Payable	Jan phone line charges 2023 Grant Admin RFF #3	71.32	X		6,324.48
1/26/2024	DB	Modern Exposition Services	Trade & Travel Shows	Electrical services for booth MM/Utah Travel expo 2023 Grant RFF #3	153.37	X		6,171.11
1/27/2024	DB	Best Western CottonTree Inn	Trade & Travel Shows	2 reps Kristen 2 nights & Debbie 1 night for UT Travel Expo 2023 Grant RFF #3	499.02			5,672.09
1/28/2024	DB	CSI Services	Trade & Travel Shows	Pre-shipment of booth supplies to AZ Snowbird show 2023 Grant RFF #3	222.56	X		5,449.53
1/29/2024		Lava Hot Springs Chamber of Commerce	Accounts receivable			X	200	5,649.53
1/29/2024		Idaho Museum of Natural History	Accounts receivable			X	200	5,849.53
1/30/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	roll of stamps	68	X		5,781.53
1/30/2024	2976	Kristen Jensen	Trade & Travel Shows	Morris Murdock UT Travel Expo travel reimb. St. George and Sandy 2023 Grant RFF #3	981.79			4,799.74
1/30/2024	2977	Information Technology Now	Accounts Payable	HCT computer maint. update work 2023 Grant Admin RFF #3	120			4,679.74
1/30/2024	2978	Debbie Dumont	Travel expenses	Morris Murdock UT Travel Expo travel reimb. St. George and Sandy 2023 Grant RFF #3	376.26			4,303.48
1/31/2024	2979	Good News, LLC	Accounts Payable	Bear Brochures Pocatello contract Jan-Dec24' - 2023 Grant RFF #3 Cash Match only	660			3,643.48
2/5/2024	DB	UPS	Trade & Travel Shows	Travel show display and supplies shipped back to office from AZ Snowbird show 2023 RFF #4	92.62			3,550.86
2/7/2024		Bear Lake CVB	Accounts receivable				200	3,750.86

2/7/2024	DB	Onspotsocial.com	Trade & Travel Shows	Monthly service fee for email collection app for shows 2023 Grant RFF #4	35		3,715.86
2/9/2024		Deposit	-split-	Deposit RFF #FINAL 22 Grant & RFF #3 2023 Grant		57,860.32	61,576.18
2/12/2024		Visit Pocatello/PCVB	Accounts receivable			200	61,776.18
2/12/2024	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Monthly service fee	19.99		61,756.19
2/12/2024	2980	Destiny Egley	Trade & Travel Shows	Snowbird AZ show travel reimb for Destiny and Darwin 2023 Grant RFF #4	887.4		60,868.79
2/12/2024	2981	Malad Chamber of Commerce	Accounts Payable	Display at Cherry Creek Visitors Center 2023 Grant RFF #2	600		60,268.79
2/12/2024	2982	Forrest Design Group	Accounts Payable		32,681.25		27,587.54
2/12/2024	2983	Lumen	Accounts Payable	208-776-5155 903B	0.81		27,586.73
2/12/2024	2984	Homeland Web	Accounts Payable	Website maint. and management 2023 Grant RFF #4	362.7		27,224.03

2023 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2023 thru 9/30/2024				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's SEO 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, Gold 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					
Other-online advertising	Go Travel Sites - Go-Idaho.com page	\$ 4,000.00	\$ 3,395.00	\$ 605.00	
8.0 Trade & Travel Shows					
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		\$ 11,000.00	
10.0 Other Allowed Costs					
10.1 Training & Prof. Dev.					
ICORT	Member Registrations, Lodging and per diem for ICORT	\$ 2,000.00		\$ 2,000.00	
ESTO	Registration	\$ 1,500.00		\$ 1,500.00	
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 7,000.00		\$ 7,000.00	
	GRANT TOTAL	\$ 241,583.15	\$ 20,535.42	\$ 221,047.73	
	CASH MATCH OBLIGATION	\$ 30,197.89	\$ 1,449.71	\$ 28,748.18	

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

2.6 Digital Advertising								
\$ 90,000.00								
\$ 6,375.00	Miles Media	Canada West Multi-Channel Cmpn	ITC		spring 2024		in progress	
\$ 10,000.00	Programmatic Digital-Passports	promotion of travel passports					pending	
\$ 10,000.00	Programmatic Digital-Niche	birding and other niche markets						
\$ 9,200.00	Programmatic Digital-Branding	all year-multi campaign			Nov23-Apr24		active	
\$ 18,125.00	Bandwango-Activity Passports	4					in progress	
\$ 11,625.00	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			win/spr/su m		in progress	
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2			win/spr		pending	
\$ 1,875.00	Great American West	partnership materials	N/a		annual		ongoing	
\$ 5,625.00	MyYellowstonePark.com	Targeted Leads	N/A		1st half 2024		in progress	
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		digital	1st half 2024		in progress	
\$ 2,875.00	NW Travel & Life Mag	sponsored/boosted post & email		digital	Jul-24		pending	
\$ 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 progress	
\$ 84,485.00	subtotal Digital Advertising							
2.4 Video Advertising								
\$ 20,500.00								
\$ 10,000.00	Video creation and photography						pending	
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				active	
\$ 16,900.00	subtotal Video Advertising							
2.5 Audio Advertising								
\$ 8,500.00								
\$ 11,875.00	SE ID Podcasts	apple/spotify/iheartradio etc	open	worldwide	perpetual		pending	
\$ 6,900.00	programmatic audio	spotify/apple/pandora etc		SLC metro	April-May		active	
\$ 18,775.00	subtotal Audio Advertising							
2.2 Print Advertising								

	\$ 42,800.00							
	\$ 1,250.00	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
	\$ 3,750.00	Collateral materials	tour guides, activ gd, trdshows, etc	Birding reprint				
	\$ 5,712.50	2024 Idaho Travel Guide	Full page ad	N/A		annual		
	\$ 17,337.50	subtotal Print Advertising						
	10.2 PR/Social Media							
	\$ 24,000.00							
	\$ 5,000.00	Red Sky PR co-op	Targeted Promotion: Wellness					in progress
	\$ 10,500.00	Social Media Influencer & content	co-op w Visit Pocatello					pending
	\$ 15,500.00	subtotal PR/Social Media						
	10.3 Market Research							
	\$ 9,375.00	AirDNA-Trend Reports	Future Pacing, Mkt Sum, Trav Origin	N/A				in progress
	\$ 3,750.00	Herrmann Global	International Trav origin research	VP 50/50				in progress
	\$ 13,125.00	subtotal Market Research						
	\$ 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.