



Southeast Idaho High Country Tourism February 20, 2019 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday February 20, 2019 at 9:00 am, at the Chuckwagon Restaurant 211 E. Main Street in Lava Hot Springs, Idaho.

Present

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Tami Leonhardt, Rickey Frandsen, Dan Lau.
Guest: Ann Yearsley and Randy Shroll of Idaho Economic Development Program.

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 January 16, 2019 meeting minutes. After review; Destiny Egley made a motion to approve the minutes, Tami Leonhardt seconded the motion. The motion carried unanimously.

Financial Status Report

Grant Administrator Destiny Egley reported on the financial status. She went over the following reports;

Social Media Report:

NOTES:	Most 'liked' posts for Jan., 2019 3.4K - 1/18 - Blood Moon - weather/clouds 2.5K - 1/17 - Super Blood Moon/NASA links & tips for watching/education 1.6K - 1/01 - Iconic Idaho photos for Jan 1.2K - 1/07 - cool things happening in SE Idaho 1.2K - 1/07 - snowmobiling -video 726 - 1/11 - Expo in SLC 511 - 1/21 - East Idaho News article on LHS 506 - 1/04 - Ranger Dan invites you to Massacre Rocks
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SOUTHEAST IDAHO HIGH COUNTRY		02/19/19
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$26,909.33
DEPOSITS/REIMBURSEMENTS		
	DEPOSIT - City of Preston 2019 Membership dues	\$ 200.00
	DEPOSIT - City of Montpelier 2019 Membership dues	\$ 200.00
	DEPOSIT - City of Soda Springs 2019 Membership dues	\$ 200.00
	DEPOSIT - Amazon - City of Blackfoot Membership Dues	\$ 200.00
	DEPOSIT - City of Lava Hot Springs 2019 Membership dues	\$ 200.00
	DEPOSIT - Bear Lake CVB 2019 Membership dues	\$ 200.00
	Total Deposits	\$ 1,200.00
EXPENSES		
	Advertising - Forrest Design Group	\$16,831.00
	Century Link - Telephone & Long Distance	\$ 48.27

1/30/2019	DB	USPS-Postmaster	Postage	Brochures to Cache Valley Vis. center	12.3	X		25,722.51
1/31/2019	DB	Chuckwagon	Prize Basket Items	Utah Travel Expo drawing winner	25			25,697.51
1/31/2019	DB	USPS-Postmaster	Postage	postage to send pkg to Ut travel expo winner	1.45			25,696.06
2/4/2019		City of Lava Hot Springs	Accounts receivable	2019 Membership dues			200	25,896.06
2/5/2019	2542	Tommy Vaughns	Prize Basket Items	Gift Certificate for trade show prize giveaway	50			25,846.06
2/5/2019	2543	Blackfoot Inn	Prize Basket Items	Gift cert. for trade show prize - 1 night stay	107.99			25,738.07
2/5/2019	2544	Tish Dahmen	Travel Shows #4	Calgary show March 2018 per diem reimbursement 2017 Grant	479.85			25,258.22
2/5/2019	2545	Kristen Jensen	Travel Shows #4	MM shows St. George & Sandy per diem travel reimb. 2018 Grant RFF #1	1,216.30			24,041.92
2/5/2019	2546	Christopher Olsen C.P.A.	Accounts Payable	2017 Tax return preparation fee	250			23,791.92
2/5/2019	2547	Century Link	Accounts Payable	208-776-5155 903B	48.07			23,743.85
2/5/2019	2548	Century Link	Accounts Payable	208-776-5155 903B	0.2			23,743.65
2/5/2019	2549	Ron Gardner	Accounts Payable	January social media management	200			23,543.65
2/5/2019	2550	Visit Pocatello	Accounts Payable		3,048.79			20,494.86
2/5/2019	2551	Void Check	Miscellaneous	VOID:		X		20,494.86
2/5/2019	2552	Homeland Web	Accounts Payable	Website maint. trails, renewals, emails, newsletters etc. 2018 Grant RFF #1	1,273.53			19,221.33
2/5/2019	2553	Forrest Design Group	Accounts Payable		16,831.00			2,390.33
2/5/2019	2554	Randy Benglan	Travel Shows #4	Morris Murdock Travel show per diem	256.39			2,133.94
2/7/2019		Bear Lake CVB	Accounts receivable	2019 membership dues			200	2,333.94
2/7/2019	2555	Jeffery Glissendorf	Travel Shows #4	MM show per diem	423.89			1,910.05
2/11/2019	DB	Stamps.com	Admin/Fulfillment	monthly stamps.com service fee	15.99			1,894.06
2/19/2019	DB	Best Western CottonTree Inn	Travel Shows #4	RV show rooms for reps.Feb.14-17	762.23			1,131.83

Match Balance		\$ (3,055.96)					
*ADMIN Element - Reverted \$8,807.32 due to the change in admin rules mid-grant cycle will request in next grant							
18-V-1	2018 GRANT			Grant 8/1/18 -9/30/19		2/19/2019	
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE	
Administration	\$ 12,000.00		\$ 101.51			\$ 11,898.49	
Advertising-Co-ops-Collateral	\$ 75,697.00		\$ 3,344.98			\$ 72,352.02	
Direct Mail & Email Mktg & Fulfillment	\$ 10,000.00		\$ 6,644.65			\$ 3,355.35	
Website	\$ 12,200.00		\$ 1,537.36			\$ 10,662.64	
Fam Tours & Site Visits	\$ 1,500.00					\$ 1,500.00	
Sponsorships	\$ 3,000.00					\$ 3,000.00	
Trade and Travel Shows	\$ 12,000.00		\$ 2,386.52			\$ 9,613.48	
Capital Outlay & Software	\$ 500.00					\$ 500.00	
Training & Professional Development	\$ 1,500.00					\$ 1,500.00	
TOTALS	\$128,397.00	\$ -	\$ 14,015.02	\$ -	\$ -	\$114,381.98	
*Match requirement for year is -	\$ 16,050.00						
YTD Match received for year is -	\$ 2,192.60						
Match Balance	\$ 13,857.40						

Kathy Ray made a motion to approve the financial status report as presented. Dan Lau seconded the motion. The motion carried.

Advertising Budget 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 300x 250 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/about birds.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
\$ 49,037.50	Total						
\$ 10,359.50	Available						
\$ 59,397.00	Total Budget						

Birgitta Bright of Forrest Design Group was absent from meeting due to inclement weather.

Trade Shows

- **Arizona Canadian Snowbird Extravaganza Report**

Amazing turn out for the show but don't know the attendance yet. Destiny's husband Darwin went with her to the show. A lot of the people at the show told Destiny that they stay in Pocatello when traveling I-15 south. The swag went over great.

- **RV Travel Show**

Great Show- The booth had the brochure displayed on a table at the front of the booth next to the aisle which then the people would approach the booth. Last year the table were set up at the back of the booth and it was hard to get the people to come into the booth to get the brochures, swag etc.

- **YTT Show co-op**

YTT was at the RV show in Sandy, UT.

Kathy Pope is the new YTT representative: She got ahold of Destiny to see if HCT would be willing to co-op on the following 12 shows; I highlighted the show that we already attend:

- Hayes Days Sno Barons Snowmobile Club Expo in MN.
- Sand Sports Show Ca.
- Snowest show in Sandy Utah
- **Utah Travel Expo Layton Utah**
- 2-International Sport shows- Denver CO and Sacramento CA.
- **2-Morris Murdock Travel Shows-St George UT. and Sandy UT.**
- **ABA-American Bus Association Louisville KY.**
- Go West Summit-Boise Idaho
- **Utah RV Show-Sandy UT.**
- International Sports Expo in March Sandy UT.

Randy Shroll of Idaho Commerce mentioned that he could possibly co-op with funding on some of the above Travel Shows.

Destiny will get additional information from Kathy Pope about the cost of co-oping and any additional costs that would be involved in attending the Travel Shows.

Trial Maps Status

Tear Sheet Trail Maps:

The Bear Lake, Malad, Downey, American Falls, Soda Spring and the Combo Trail Map are completed. Birgitta brought them to the RV Travel Show in Sandy Utah for distribution.

Website Trial Maps- Ann contacted trail groomers to look at the maps to find out the current conditions for accessibility. Groomers would like to meet with Ann to show her the conditions of the trails and if they are accessible with the winter conditions. Summer Trail maps are currently on hold.

SE ID Visitors Guide reprint status

The SE ID Guides are printed and will be delivered tomorrow to the storage in Lava Hot Springs. We currently have 40 boxes in the storage.

Website Report

Ann reported that we had a great month.

- Unique Visits are up 43 %. Many were searching for Soda Springs fishing derby and the Fire and Ice Winterfest in Lava Hot Springs.
- 61% of visitors are on Mobile Devices compared to an average of 75% in the past months.
- HCT ranks #1 for Idaho snowmobile trail maps and for most events.
- Top pages are Events, Hot Springs & Snowmobile pages
- Newsletter was delivered to 47,888.
- Page flow shows that items were searched more than events this month. Top items were American Falls Reservoir, Bear River Massacre Site, Oneida Narrows and Twin Lakes (Ice Fishing),

Other Business

- Kathy Ray-Your Future in Technology Seminars: ISU will be there with information about jobs available in the region. INEL will be there with information about employment. Pizza will be served and there will be door prizes.

Seminars will be held:

1. April 3rd Malad
2. April 10th Preston
3. April 18th Bear Lake
4. April 25th Soda Springs

Kathy Ray will email out more detailed information.

- National Scenic Byways Program. Maree Forbes Gaughan contacted Bridget to see if there was anyone interested in being the representative for this program.
- Destiny took the out dated snowmobile trails map to recycle.
- If you have good quality pictures that could be used on the website please send them to Ann then she can update the media library. Ann will use Google Drive so that all members can access to pictures.

Schedule Next Meeting

The next meeting will be held on March 20, 2019. The meeting will be held in Lava Hot Springs at the Chuckwagon Restaurant. Unless anyone would like to host the meeting?

Adjourn

Destiny made a motion to adjourn the meeting. Rickey Frandsen seconded the motion. The meeting was adjourned at 10:56 AM.

Minutes by;
Bridget Losee
HCT Secretary