



# Southeast Idaho High Country Tourism February 17, 2021 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on February 17, 2021 at the Lava Hot Springs Foundation 430 E. Main Street in Lava Hot Springs, Idaho and by Zoom Meeting.

## Present

In attendance were officers: President Devanee Morrison, Vice President Dan Lau, Secretary Bridget Losee and Grant Administrator-Treasurer Destiny Egley. Council members: Amber Tews, Darlene Downs, Kathy Ray, Tami Leonhardt, Kristen Jensen. Zoom Meeting: Sherril Tillotson, Tish Dahmen and Matt Hunter. Guests: ITC Rep Jeff Glissendorf, Birgitta Bright, Ann Yearsley and Tourism Rep. Andrea Rayburn.

## Welcome and Introductions

High Country Tourism Treasurer Destiny Egley called the meeting to order and welcomed all in attendance.

## Minutes

The January 20, 2021 meeting minutes were emailed to council members. Tami Leonhardt made a motion to approve the January 20, 2021 minutes, Destiny Egley seconded the motion. The motion carried.

## Financial Status Report

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

SOUTHEAST IDAHO HIGH COUNTRY			02/16/21
<b>MONTHLY EXPENSE REPORT</b>			
<b>BANK BALANCE FORWARD</b>			
			<b>\$20,522.54</b>
<b>DEPOSITS/REIMBURSEMENTS</b>			
	DEPOSIT - Membership Dues City of Preston, Pocatello Chamber		\$ 400.00
	DEPOSIT - Membership Dues City of Blackfoot, BLCVB		\$ 400.00
	DEPOSIT - Membership Dues Am. Falls Chamber, City of Downey		\$ 400.00
	DEPOSIT - Membership Dues ID Museum of Natural History		\$ 200.00
	DEPOSIT - FINAL RFF 2019 GRANT		\$ 3,104.45
	DEPOSIT - Membership Dues City of Montpelier, City of Soda		\$ 400.00
	DEPOSIT -		\$ -
	<b>Total Deposits</b>		<b>\$ 4,904.45</b>
<b>EXPENSES</b>			
	Advertising - Forrest Design Group	\$ 9,909.23	
	Century Link - Telephone & Long Distance	\$ 55.17	
	Website - Homeland Web	\$ 314.67	
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 250.99	
	Meeting - Chuckwagon monthly meeting	\$ 20.00	
	Ron Gardner - Social Media Management	\$ 400.00	
	So. Bannock Historical Center & Museum - Brochure co-op	\$ 917.69	
		\$ -	

		<b>TOTAL EXPENDITURES</b>	<b>\$11,867.75</b>	
		<b>BANK ENDING BALANCE</b>		<b>\$13,559.24</b>
		<u>Account Details As of 2/16/2021</u>		
		IRELAND BANK		
		<u>E\$SENTIAL CHECKING ACCOUNT</u>		
		*****2529		
		\$24,756.00		

Register: IRELAND BANK CHECKING								
From 01/20/2021 through 02/16/2021								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
1/20/2021		Pocatello Chamber of Commerce	Accounts receivable			X	200	20,722.54
1/20/2021		City of Preston	Accounts receivable			X	200	20,922.54
1/20/2021	DB	Chuckwagon	Meeting Meals	January meeting	20	X		20,902.54
1/25/2021		City of Montpelier	Accounts receivable			X	200	21,102.54
1/25/2021		City of Soda Springs	Accounts receivable			X	200	21,302.54
1/25/2021		Blackfoot City of	Accounts receivable			X	200	21,502.54
1/27/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3oz stamps for fulfillment	57	X		21,445.54
2/2/2021		Bear Lake CVB	Accounts receivable				200	21,645.54
2/2/2021	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment	100			21,545.54
2/10/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3 oz stamps for fulfillment 2020 Grant	76			21,469.54
2/10/2021	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Monthly service fee stamps.com fulfillment	17.99			21,451.55
2/11/2021		American Falls Chamber of Comm	Accounts receivable				200	21,651.55

2/16/2021			GRANT AWARD	Deposit FINAL RFF 2019 GRANT		3,104.45	24,756.00
2/16/2021		City of Downey	Accounts receivable			200	24,956.00
2/16/2021		Idaho Museum of Natural History	Accounts receivable			200	25,156.00
2/16/2021	2738	Century Link	Accounts Payable	208-776-5155 903B	54.83		25,101.17
2/16/2021	2739	Homeland Web	Accounts Payable	January website management and updates 2020 Grant RFF #2	314.67		24,786.50
2/16/2021	2740	Forrest Design Group	Accounts Payable		9,909.23		14,877.27
2/16/2021	2741	Century Link	Accounts Payable	208-776-5155 903B	0.34		14,876.93
2/16/2021	2742	Ron Gardner	Accounts Payable	Social Media Management 2020 Grant RFF #2	400		14,476.93
2/16/2021	2743	So. Bannock County Historical Center	Accounts Payable	5K So. Bannock Co Historical center museum brochure co-op 2020 Grant RFF #2	917.69		13,559.24

19-V-1	2019 GRANT			Grant 8/1/19 -12/30/20			2/16/2021
ELEMENTS	AWARDED	AMENDED	RCVD YTD	FINAL RFF	OBLIGATED	AVAILABLE	
Administration	\$ 2,000.00	\$ 2,000.00	\$ 1,718.16	\$ -		\$ 281.84	
Advertising-Co-ops-Collateral	\$ 101,674.00	\$ 99,000.00	\$ 53,992.74	\$ -		\$ 45,007.26	
Fulfillment	\$ 6,500.00	\$ 15,378.00	\$ 15,176.44	\$ -		\$ 201.56	
Website	\$ 12,250.00	\$ 12,000.00	\$ 6,710.26	\$ -		\$ 5,289.74	
Fam Tours & Site Visits	\$ 1,000.00	\$ -	\$ -	\$ -		\$ -	
Trade and Travel Shows	\$ 12,000.00	\$ 8,000.00	\$ 6,258.25	\$ -		\$ 1,741.75	
Training - Esto & ICORT	\$ 1,750.00	\$ 796.00	\$ 796.00	\$ -		\$ -	
<b>TOTALS</b>	<b>\$ 137,174.00</b>	<b>\$ 137,174.00</b>	<b>\$ 84,651.85</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 52,522.15</b>	
*Match requirement for year is -	\$ 17,146.75						<b>REVERTING</b>
YTD Match received for year is -	\$ 18,007.70			<b>GRANT IS NOW CLOSED</b>			<b>FOR 2021 Grant</b>
<b>Balance of Match still needed</b>	<b>\$ (860.70)</b>						

20-V-1	2020 GRANT			Grant 8/1/20 - 9/30/21			2/16/2021
ELEMENTS	AWARDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE		
Administration	\$ 3,000.00		\$ 109.66		\$ 2,890.34		
Advertising-Co-ops-Collateral	\$ 79,689.00	\$ 3,395.00	\$ 15,989.42		\$ 60,304.58		
Fulfillment	\$ 14,800.00	\$ 7,000.98	\$ 264.74		\$ 7,534.28		
Website	\$ 10,600.00	\$ 222.54	\$ 508.25		\$ 9,869.21		
Fam Tours & Site Visits	\$ 1,000.00				\$ 1,000.00		
Trade and Travel Shows	\$ 11,500.00		\$ 1,070.00		\$ 10,430.00		

Training Esto & ICORT & Influencer	\$ 5,400.00				\$ 5,400.00	
<b>TOTALS</b>	<b>\$ 125,989.00</b>	<b>\$ 10,618.52</b>	<b>\$ 17,942.07</b>	<b>\$ -</b>	<b>\$ 97,428.41</b>	
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ 4,223.89					
<b>Balance of Match still needed</b>	<b>\$ 11,526.11</b>					
<b><u>SOCIAL MEDIA REPORT</u></b>						
Top Posts for January 2021						
495 - 1/01 - Iconic Idaho photo album						
380 - 1/25 - coming up: fire & ice winterfest						
319 - 1/27 - photos from bear lake winterfest						
240 - 1/02 - look what a season pass gets ya at Pebble Creek						
268 - 1/28 - coming up: fire & ice and sched. of events						

Matt Hunter made a motion to approve the financial status report as presented, Kathy Ray seconded the motion. The motion carried.

**Small Community Brochure and Advertising Program Co-op Requests**

**Small Community Requests Received**

Malad Welsh Festival Newspaper-Desert News \$1,400.00 requesting \$700.00  
Idaho Magazine \$600.00 requesting \$300.00 **Total Request \$1,000.00**

Kathy Ray made a motion to approve the Malad Welsh Festival request of \$1,000.00, Matt Hunter seconded the motion. The motion carried.

**Small Community Requests;**

Sherril Tillotson-Lava Chamber of Commerce Brochure and publication will present at next month's meeting.

Dan Lau-Bear River Heritage Area  
Tish Dahmen-Potato Museum

**HCT Magazine**

Birgitta emailed a draft of the magazine to council members to review. Let Birgitta know of anything event-activities missing or of any changes.

Suggested attractions to add to next magazine reprint;  
Wolverine Canyon  
City of Bone  
Blackrock area  
China Peak Mtn

Birgitta took information from the website to put in the magazine. Council Members need to get comments and suggested changes back to her. Birgitta can then compile the information and make the changes to the magazine. There is a consistent voice throughout the magazine and the greyed out spots are ads. There will be 10,000 copies of the initial print. The following reprints can be less quantity. The next print of the magazine will be in May 2022. Then annually each May.

Birgitta emailed out four different options for the magazine cover. There was a couple of suggested changes to the covers. Birgitta will email the revised covers to council to vote for which cover that they like the best.

Andrea Rayburn commented that magazines are so much work (Labor of Love): Andrea said that she can't stress the importance of photo credits enough and that there are repercussions for using a photo without permission. HCT should have a photo contract in place for protection. One person getting permission to use a photo doesn't give everyone the right to use the photo. We need to get permission as a region so that it can be shared region wide. The HCT magazine photos are mainly from Mimi and Birgitta. Andrea will email a copy of ITC photo contract to use as an example.

Photo contracts should include;

- limited use or extended use
- editing of photo

- use for all mediums
- color correct or not
- splice it up or not
- change end place
- branding change
- right of first refusal

Social Media Plan strategy: Regional organization make decision of what to do with advertising and social media to see growth in all channels and platforms. This can be a conversation for the next grant year. Start pushing hashtag #experiencesidaho. We need to bolster our social media. Our Facebook should be posting to Instagram. We need to follow other communities on social media so we can share events-activities.

### **2021 Grant Application**

Deadline for the preliminary Grant application is April 2, 2021.

Grant Administrator Destiny Egley asked the council what advertising opportunities would they suggest for the 2021 grant?

Suggestions:

- Billboards.
- Magazine
- Winter Photography-snowmobiling, skiing etc.
- Social Media Influencers: a person who has a large following that would come to our area for photography and social media posts.
- KSL Advertising
- Tourism Blog. They will give us the rights to photos and blog. Trackable.
- Videography-Videos to keep building our library.

How do we track traffic from billboard advertising. Birgitta mentioned that we could possibly track the billboard traffic by geo-tracking. Most people don't type in the whole website from billboard and it is hard to track.

Sherril asked if the council was satisfied with the locations of the billboards. She suggested having a billboard located by Montana or Wyoming border. Last spring the council evaluated billboards costs and locations. We can look at other options for locations in the new grant year. Maybe keeping one in the same location and moving one to another location. Co-ops are welcome to participate with the Billboard. Sherril said to remember we are always a year out with grant funding that when billboards are available we need to act to be able to purchase the billboards.

### **Website Report**

The website statistic were emailed to all council members.

Unique Visits are down 10% from last year. Google visits were about the same. Direct visits were up maybe from ads. Most searches were for snowmobiling, hot springs and fishing. The website got hacked again and GoDaddy cleaned it up and put up more blocks. 59% of our visitors are on smart phones. 1427 clicks from 2020 Facebook Ads for hot springs.

### **Advertising Budget Status**

Advertising opportunities:

- KSL-Birgitta met with KSL last week and they can do addressable geofencing. They can get a lot information from physical addresses such as how many live at a residence, phones, etc.
- Living Bird digital \$4,000.00-shift funds for this opportunity
- Digital Targeting for snowmobiling
- Herman Global-Spring Issue
- USA-Route to Yellowstone
- 

Birgitta will email a proposal to council for input and approval.

## HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)

2/17/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>International/Canada</b>							
\$ 6,875.00	Herrmann Global	Branded story pkg & pd digital	N/A	1.1 mil+ imp and 5700 leads	spring		
\$ 2,575.00	Miles Media*	Canada West 2020 Spring	ITC INTL		Mar-21		
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	ITC INTL		all year		in progress
\$ 3,750.00	MyYellowstonePark.com	Targeted Leads & road trip promo	N/A		Jan-21		running now
\$ 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	...	all year		
<b>\$ 22,762.50</b>	<b>subtotal Intl/Canada</b>						
<b>National</b>							
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2021	
\$ 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
\$ 6,150.00	American Road Magazine	2/3 pg ads, 9 mo online itinerary	co-op available	20k/70k unq vis	win/spr/sum/fall		in progress
<b>\$ 22,656.25</b>	<b>subtotal National</b>						
<b>Utah/Idaho</b>							
\$ 7,943.44	Ogden & Tremonton Billboards	2 vinyls each spr/sum and fall/wtr	ID Potato Museum/ Butterfly Haven/IMNH/Downata/BLCV B		annual 13x conbtract		in progress
\$ 3,125.00	Radio Proposal-KSFI	61 sec spots w co-op feb-mar		763,500 cume	feb-mar 2021		
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year		
\$ 328.13	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs		Feb-21		?

\$ 875.00	Pocatello Chamber magazine	1/2 pg ad			Jan-21		complete
<b>\$ 12,709.07</b>		<b>subtotal Utah/Idaho</b>					
<b>Special Interest-Snowmobiles, Trails, Birding</b>							
\$ 3,135.00	Living Bird/aboutbirds.org	2 1/3 pg ads + digital	BLCVB	...	Summer		in progress
<b>\$ 3,135.00</b>	<b>Subtotal Special Interest</b>						
<b>\$ 61,262.82</b>	<b>Total</b>						

**Other Business**

1. RandyL' Teton reported that the Tribes will have an official announcement in May about if they are going to proceed with events such as the Indian Festival, Parade, POW WOW, Concerts etc. Fort Hall has a face mask mandate in place and citations will be given to individuals that should be quarantined.
2. ITC Coffee Talks  
 March 4 9:30am Butterfly Haven Randy L Teton, Karen and Tish Dahmen.  
 April 22 9:30AM Birgitta will do the coffee talk on events of region focusing on the magazine and video. Kathy Ray will have fifteen minutes on Malad, Kristen Jensen three minutes on American Falls and Dan Lau on Soda Springs.
3. State of Idaho Summer Campaign will start next week "Taking a break in Idaho". It will feature fishing, rafting and birding. The Pink Bike shot event last fall featured Pocatello in their piece.
4. RandyL' Teton asked if they could still place an ad in the 2020 Travel Guide. Andrea replied the Travel Guide is already in production. But she would like to work with Randy L' for the 2021 travel guide.

**Next Meeting**

The next meeting will be held on March 17, 2021 @ 10am at the Lava Hot Springs Foundation's Board Room and Zoom.

**Adjourn**

Kristen Jensen made a motion to adjourn the meeting, Randy L' Teton seconded the motion. The meeting was adjourned at 11:58 am.

Minutes by:  
 Bridget Losee  
 HCT Secretary