



# Southeast Idaho High Country Tourism February 23, 2022 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on February 23, 2022 at the Chuckwagon Restaurant, 211 E. Main Street, Lava Hot Springs, Idaho.

### Present

In attendance were officers: President Devanee Morrison, Vice President Tami Leonhardt by teleconference, Secretary Bridget Losee and Grant Administrator-Treasurer Destiny Egley. Council members: Molly Beseris, Darlene Downs, Kristen Jensen, Sherril Tillotson and Tish Dahmen. Guest: Birgitta Bright.

### Welcome and Introductions

High Country Tourism President Devanee Morrison called the meeting to order at 10:13am and welcomed all in attendance. Introductions were made by all in attendance

The council welcomed new council member-Molly Beseris-she is the Executive Director for the Four County Alliance of Southeast Idaho.

### Minutes-Bridget Losee

The January 19, 2022, meeting minutes were emailed to council members. Destiny Egley made a motion to approve the January 19, 2022 minutes, Sherril Tillotson seconded the motion. The motion carried unanimously.

### Financial Status Report-Destiny Egley

Grant Administrator-Treasurer Destiny Egley presented the following financial reports.

SOUTHEAST IDAHO HIGH COUNTRY		02/22/22
<b>MONTHLY EXPENSE REPORT</b>		
<b>BANK BALANCE FORWARD</b>		<b>\$ 4,142.71</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
	DEPOSIT - Membership Dues - Malad City	\$ 200.00
	DEPOSIT - Bear Lake CVB advertising co-op	\$ 687.50
	DEPOSIT - Membership Dues - Bear Lake CVB	\$ 200.00
	DEPOSIT - Membership Dues - City of Montpelier	\$ 200.00
	DEPOSIT - Membership Dues - City of Soda Springs & IDMNH	\$ 400.00
	DEPOSIT - Membership Dues - Am. Falls Chamber & LHS Chamber	\$ 400.00
	DEPOSIT - Membership Dues - Blackfoot Chamber & City	\$ 400.00
	<b>Total Deposits</b>	<b>\$ 2,487.50</b>
<b>EXPENSES</b>		
	Advertising - Forrest Design Group	\$ -
	Century Link - Telephone & Long Distance	\$ 56.76
	Website - Homeland Web	\$ -
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 356.04
	Meeting - Chuckwagon October meeting	\$ 25.00
	Ron Gardner - Social Media Management	\$ -
	Walmart - iPad and case for trade shows	\$ 349.25
	onspotsocial.com - email app for trade shows	\$ 35.00
	Best Western - lodging for MM & RV shows	\$ 1,024.38

	Kristen Jensen - travel reimbursement for MM show St. George & sandy	\$ 831.73	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
	<b>TOTAL EXPENDITURES</b>	<b>\$ 2,678.16</b>	
<b>BANK ENDING BALANCE</b>			<b>\$ 3,952.05</b>
	Account Details As of 2/22/2022		
	IRELAND BANK		
	ESSENTIAL CHECKING ACCOUNT		
	*****2529		
	\$3,684.76		

Register: IRELAND BANK CHECKING								
From 01/19/2022 through 02/22/2022								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
1/19/2022	DB	Chuckwagon	Meeting Meals	January HCT meeting	25	X		4,117.71
1/20/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email : Postage	3 oz stamps for fulfillment	81.95	X		4,035.76
1/20/2022	DB	Walmart	Administration: Supplies	iPad and case for travel shows	349.25	X		3,686.51
1/24/2022	DB	Onspotsocial.com	Trade & Travel Shows	Email app 1 mo. service for iPad for shows	35	X		3,651.51
1/29/2022	DB	Best Western Cotton Tree Inn	Trade & Travel Shows	rooms for Tami and Kristen MM/UT travel expo show	341.46	X		3,310.05
2/1/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email : Postage	3 oz stamps for fulfillment	98			3,212.05
2/2/2022		Malad City Oneida County	Accounts receivable				200	3,412.05
2/2/2022		Bear Lake CVB	Accounts receivable				687.5	4,099.55
2/2/2022		Bear Lake CVB	Accounts receivable				200	4,299.55
2/2/2022		City of Montpelier	Accounts receivable				200	4,499.55
2/2/2022		City of Soda Springs	Accounts receivable				200	4,699.55
2/2/2022	2813	Lumen	Accounts Payable	208-776-5155 903B 2021 Grant RFF #2	56.73			4,642.82
2/9/2022		American Falls Chamber of Comm	Accounts receivable				200	4,842.82
2/9/2022		Blackfoot Chamber of Commerce	Accounts receivable				200	5,042.82
2/9/2022		Blackfoot City of	Accounts receivable				200	5,242.82
2/9/2022		Idaho Museum of Natural History	Accounts receivable				200	5,442.82
2/9/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email : Postage	Brochures to Desert Mt vis. center	15.05			5,427.77
2/9/2022	2814	Kristen Jensen	Trade & Travel Shows	Travel reimb. for MM/UT Travel shows 2021 Grant RFF #3	831.73			4,596.04
2/10/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email : Postage	postage for fulfillment	117.6			4,478.44
2/10/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email's & Stamps.com	monthly service fee 2021 Grant	17.99			4,460.45
2/15/2022		Lava Hot Springs Chamber of Commerce	Accounts receivable				200	4,660.45

2/15/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email : Postage	Fulfillment packet to Germany	25.45		4,635.00
2/22/2022	DB	Best Western Cotton Tree Inn	Trade & Travel Shows	lodging for Kristen & Tami for RV show 2021 Grant RFF #3	682.92		3,952.08

SOUTHEAST IDAHO HIGH COUNTRY TOURISM GRANT STATUS						
20-V-1 2020 GRANT	Grant 8/1/20 - 12/30/21					Rev. 2/22/2022
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 3,000.00	\$ 3,000.00	\$ 1,961.01	\$ -	\$ -	\$ 1,038.99
Advertising-Co-ops-Collateral	\$ 79,689.00	\$ 94,907.99	\$ 94,907.99	\$ -	\$ -	\$ -
Fulfillment	\$ 14,800.00	\$ 13,294.22	\$ 13,294.22	\$ -	\$ -	\$ -
Website	\$ 10,600.00	\$ 6,424.87	\$ 6,424.87	\$ -	\$ -	\$ -
Fam Tours & Site Visits	\$ 1,000.00	\$ 106.92	\$ 106.92	\$ -	\$ -	\$ -
Trade and Travel Shows	\$ 11,500.00	\$ 8,255.00	\$ 8,255.00	\$ -	\$ -	\$ -
Training Esto & ICORT & Influencer	\$ 5,400.00	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTALS</b>	<b>\$ 125,989.00</b>	<b>\$ 125,989.00</b>	<b>\$ 124,950.01</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 1,038.99</b>
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ 18,807.72					
<b>Balance of Match still needed</b>	<b>\$ (3,057.72)</b>					
<b>*REVERTING \$1,038.99 from Admin that couldn't be spend in regular grant elements.</b>						
<b>SOCIAL MEDIA REPORT</b>						
Most Liked - Jan/22						
1.6K - 01/11 - Two events coming up. Bear Lake Monster Winterfest - Fire & Ice Winterfest						
794 - 01/25 - Plan for Vacation - how to find campgrounds, etc. in IdahoHighCountry						
526 - 01/05. - Blowing snow in SE Idaho - road closures						
460 - 01/04 - Wx service predictions on snowfall amounts						
400 - 01/14 - Fun starts Friday at Bear Lake Monster Winterfest						
380 - 01/08 - Having trouble deciding what to do? LHS and promo for website/hot springs						

Destiny purchased a new Apple IPAD and downloaded the on-spot social for collecting emails at the Travel Shows.

2022 Grant application is due April 1, 2022. Destiny will bring a draft copy of the 2022 Grant application to the March 16, 2022 meeting. The council needs to discuss the advertising budget items for any changes or new advertising opportunities, such as billboard locations, language translation and international advertising etc.

Destiny will need community support letters for the 2022 grant.

Tish Dahmen made a motion to approve the financial report as presented, Darlene Downs seconded the motion. The motion carried unanimously

**Small Community Advertising Program**

**Budget \$5,000.00**

- Malad Welsh Festival- KIFI-Channel 8-TV spot ad  
Cost \$1850.00 requesting \$925.00
- Idaho Magazine Ad  
Cost \$199.00 x 3= \$597.00 requesting \$300.00

Total advertising request \$1,225.00

Tish Dahmen made a motion to approve the Welsh Festival advertising request amount of \$1,225.00, Darlene Downs seconded the motion. The motion carried unanimously.

**Travel Shows**

<u>CONSUMER TRAVEL SHOW</u>	<u>DATES</u>	<u>Attendees and Co-ops</u>
Utah Travel Expo/Morris Murdock	Jan.26 & Jan. 28-29	Kristen - St. George, Tami & Kristen - Sandy
SLC RV Show w/YTT	February 17 - 20	Tami, Kristen, Tish
SLC Sportsman's Expo	March 17-20	Kristen 17th&18th, Destiny, Tish
<u>INTERNATIONAL SHOWS</u>		
American Bus Association	January 8 - 11	Tish Dahmen - Grapevine TX
Go West	February 14-18	Birgitta Bright
Calgary Show in Canada w/VP	March 19-20	Jeff Glissendorf & Lindsey Glissendorf
Canadian Snowbird Show		

**SLC RV Show:**

Tami Leonhardt reported that they could have used more community brochures at the show. The HCT magazine was a great piece. ATV trail Maps need to be included in the information for the shows as well. Destiny Egley said that the regional brochure was taken to the show in place of the small community brochures. The community brochures and trail maps can be included for trade shows.

Tish Dahmen represented YTT (Yellowstone Teton Territory) at this show. She said that the show was well attended and the informational handouts that she gave out were.

- HCT Magazine
- Fishing and Hunting

She had a lot of questions about camping.

Kristen Jensen reported that it was great to co-op with YTT (Yellowstone Teton Territory) it helped with questions that she received about their area and visa-versa. The show had great attendance. The cost for entrance into the show was \$14.00 per person and kids were free. There were great vendors, this was a high-quality event. One complaint that she received was that the campgrounds in Lava Hot Springs are full and they can't get reservations.

**Go West Travel Show- Reno, Nevada February 14-17 2022**

Birgitta Bright attended this show. She had 57 appointments. There were tour guides from North America, Peru, Germany, Switzerland, Netherlands, U.K and Singapore. They were requesting package tours with travel by plane not by bus or van.

**Advertising Budget Status**

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)							
2/23/2022	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>Digital Advertising</b>							
\$ 36,105.00							
\$ 2,575.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP?				
\$ 12,500.00	Programmatic Digital	all year-multi campaign					
\$ -							
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page Updates					
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads					ongoing
\$ 5,000.00	MyYellowstonePark.com	1/2 pg ad in trip planner		40k			complete
\$ 1,000.00	Paid Social Media Advertising	CANADA/SLC/BOISE					
\$ 32,318.75	<b>subtotal Digital Advertising</b>						
<b>Video Advertising</b>							
\$ 17,522.00							
\$ 9,522.00	Video creation and photography						
\$ 8,000.00	Digital/OTT Streaming						
\$ 17,522.00	<b>subtotal Video Advertising</b>						

**Print Advertising**

**\$ 26,000.00**

\$ 1,250.00	RV Idaho 2023	1/2-page full color	Full page w LCOC?		Oct-22	10/1/2022	
\$ 10,000.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc					
\$ 5,500.00	2023 Idaho Travel Guide	Full page ad			annual	8/1/2022	
\$ 8,505.00	American Road Magazine	1/2 pg ads, online itinerary, sweepstakes ben, virtual road trip, getaway deals, vis gd promo, video enhancemnt (\$1150/mo gratis)			wtr/spr/sum		ongoing

**\$ 25,255.00 subtotal Print Advertising**

**Out of Home Advertising**

**\$ 8,000.00**

\$ 6,215.48	Ogden & Tremonton Billboards						ongoing
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**\$ 6,215.48 subtotal Out of Home Adv.**

**PR/social media**

**\$ 10,200.00**

\$ 8,000.00	Social Media Influencer						
\$ 2,200.00	Social Media Content						

**\$ 10,200.00 subtotal PR/social media**

**Wellness Campaign**

**\$ 30,000.00**

\$ 1,250.00	E-Newsletter		co-op available				
\$ 3,125.00	Social media influencer/live event		co-op available				
\$ 10,000.00	Programmatic Digital ads						
\$ 6,250.00	Video content/clips		co-op available				

\$ 1,875.00	Landing page		co-op available				
\$ 7,500.00	National Wellness mag ad		co-op available				
<b>\$ 30,000.00</b>	<b>subtotal Wellness Campaign</b>						
<b>\$ 121,511.23</b>	<b>Total Obligated</b>						
<b>\$ 127,827.00</b>	<b>Total Budget</b>						
<b>\$ 6,315.77</b>	<b>Total Remaining</b>						

Birgitta is working on the Wellness page.

- Top 10 wellness option of each area-community.
- 5 pillars of wellness-define the 5 pillars.
- Add icons to the pillars.

### **Website Report**

Webmaster Ann Yearsley was absent from the meeting. Ann emailed out the website statistics. If you have any questions about the stats contact Ann.

Unique visits are down 6% from last year. Google visits were down about 1000. Spike on January 2<sup>nd</sup> is from 700 SendinBlue newsletter link clicks. Top visits are from Utah (down 25%) and Idaho (down 16%). Most visited pages are Ice Fishing, Hot springs and Snowmobiling. Visits in 2019 compared to 2021 before Covid were only down 9%.

Some stats are cut off because export as PDF is not working so Ann must print the page as a PDF which cuts off part of the page.

Newsletter: Opens were way down from 6000 last month. Ann can't find a reason. The biggest concern is the Number of Complaints (72). Complaint rates are reported by certain ISPs. Most ISPs consider campaigns abusive when at least 0.1%. (80)? Of contacts complain. If campaigns have a high complaint rate, action will be recommended for your account.

### **Other Business**

1. March 2, 2022- Idaho Department of Commerce's regional meeting will be held from 9am-1pm in Idaho Falls. Region 5-6. Grant rules and changes will be discussed. Birgitta Bright is planning to attend the meeting. Destiny Egley and Tami Leonhardt won't be able to attend.

### **Schedule Next Meeting**

The next meeting will be held on March 16, 2022 @ 10am at the Chuckwagon Restaurant in Lava Hot Springs.

### **Adjourn**

Tish Dahmen made a motion to adjourn the meeting, Kristen Jensen seconded the motion. The meeting was adjourned at 11:39 am. Minutes by: Bridget Losee, HCT Secretary