



Southeast Idaho High Country Tourism February 9, 2023 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on February 9, 2023 at the 78 Main Restaurant, 78 E. Main Street, Lava Hot Springs, Idaho.

Welcome and Introductions

Vice President Molly Beseris called the meeting to order and welcomed all in attendance.

Present

Attending were President Tami Leonhardt (teleconference), Vice President Molly Beseris, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Kristen Jensen, Darlene Downs, Tyson Koester, and Tish Dahmen. Guest: Birgitta Bright.

Minutes

The January 19, 2023 meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve the January 19, 2023 meeting minutes, Darlene Downs seconded the motion. The motion carried unanimously.

Approve Revised Bylaws

The council discussed revisions to the HCT Bylaws in the following categories:

- Categories and dues-amount per entity stay the same at \$200.00 annually. #1 2 and 3 treasurer-grant manager fees waived additional items.
- Defined what the fulfillment center does year-round business discussion to waive dues.

Destiny Egley revised the bylaws with the revisions discussed at the January meeting and emailed to the council for review.

Tami Leonhardt made a motion to approve the Bylaws revision. Tish Dahmen seconded the motion. The motion carried unanimously.

Financial Status Report

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

SOUTHEAST IDAHO HIGH COUNTRY		
MONTHLY EXPENSE REPORT		
	BANK BALANCE FORWARD	\$ 14,172.38
DEPOSITS/REIMBURSEMENTS		
	DEPOSIT - RFF #9 2021 GRANT	\$ 17,957.08
	DEPOSIT - Office Max product never recvd. refunded then resent	\$ 105.94
	DEPOSIT - RFF #10 2021 GRANT	\$ 47,284.38
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	Total Deposits	\$ 65,347.40
EXPENSES		
	Advertising - Forrest Design Group	\$ 36,027.73
	Century Link - Telephone & Long Distance	\$ 122.55

Website - Homeland Web	\$ 8,335.67	
Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 245.26	
Meeting - Mikes Market monthly meeting	\$ -	
Ron Gardner - Social Media Management	\$ 800.00	
Ediths Collective Florist	\$ 106.00	
Lava Chamber of Commerce - Advertising co-op	\$ 1,500.00	
RMI - registration for Boise booth	\$ 685.00	
OfficeMax - Admin office supplies	\$ 266.28	
TOTAL EXPENDITURES	\$ 48,088.49	
BANK ENDING BALANCE		\$ 31,431.29
<u>Account Details As of 1/11/2023</u>		
<u>IRELAND BANK</u>		
<u>ESSENTIAL CHECKING ACCOUNT</u>		
<u>*****2529</u>		
<u>\$47,413.88</u>		

Register: IRELAND BANK CHECKING								
From 01/13/2023 through 02/07/2023								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
1/13/2023	DB	Office Max	Administration: Supplies	office supplies envelopes	20.17	X		26,064.70
1/19/2023	DB	Mike's Market	Meeting Meals	January meeting	24.14	X		26,040.56
1/19/2023	2889	Molly Besiseris	Trade & Travel Shows	Dallas show flight and room reimbursement	1,797.76	X		24,242.80
1/24/2023	DB	Fairfield Inn St. George	Trade & Travel Shows	St. George MM/UT Travel Expo	261.71	X		23,981.09
1/25/2023		American Falls Chamber of Comm	Accounts receivable			X	200	24,181.09
1/25/2023		City of Downey	Accounts receivable			X	200	24,381.09
1/25/2023		City of Montpelier	Accounts receivable			X	200	24,581.09
1/25/2023		Pocatello Chamber of Commerce	Accounts receivable			X	200	24,781.09
1/25/2023		City of Preston	Accounts receivable			X	200	24,981.09
1/25/2023		City of Soda Springs	Accounts receivable			X	200	25,181.09
1/25/2023		Blackfoot City of	Accounts receivable			X	200	25,381.09
1/25/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on acct. for fulfillment	100	X		25,281.09
1/26/2023	DB	Onspotsocial.com	Trade & Travel Shows	Email collection data app 5 mo. service	175	X		25,106.09
1/30/2023	DB	Modern Exposition Services	Trade & Travel Shows	refund of 1 table at UT Travel MM show		X	64.35	25,170.44
1/31/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	postage to info pkt to Spain Fulfillment 2022 Grant RFF #2	7.6	X		25,162.84
2/2/2023	DB	Onspotsocial.com	Trade & Travel Shows	Refunded 4 subscrib they charge \$35/mo 2022 Grant RFF		X	140	25,302.84
2/2/2023	DB	Best Western CottonTree Inn	Trade & Travel Shows	Kristen and Tish lodging for UT Travel MM Show	406.35	X		24,896.49
2/2/2023	2890	Tish Dahmen	Trade & Travel Shows	UT Travel Morris Murdock Travel reimb. 2022 Grant RFF #3	463.34			24,433.15
2/2/2023	2891	Kristen Jensen	Trade & Travel Shows	UT Travel Morris Murdock travel reimb 2022 Grant RFF #2	933.96			23,499.19
2/2/2023	2892	Lumen	Accounts Payable	208-776-5155 903B	0.07			23,499.12

2/2/2023	2893	Ron Gardner	Accounts Payable	Social media management 2022 Grant RFF #2	400		23,099.12
2/2/2023	2894	Century Link	Accounts Payable	Phone line charges Admin 2022 Grant RFF #2	61.55		23,037.57
2/6/2023		Deposit	GRANT AWARD	Deposit FINAL RFF #11 2022 GRANT		51,116.80	74,154.37
2/6/2023		Bear Lake CVB	Accounts receivable			200	74,354.37
2/6/2023		Idaho Museum of Natural History	Accounts receivable			200	74,554.37
2/7/2023	2895	RMI	Accounts Payable	2022/2023 GAW Partnership	6,815.00		67,739.37
2/7/2023	2896	Forrest Design Group	Accounts Payable	Advertising 2021 Grant Final RFF	39,165.17		28,574.20
2/7/2023	2897	Good News, LLC	Accounts Payable	Pocatello location brochure distribution own funds Cash Match 2022 Grant RFF #2	550		28,024.20

2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 12/30/2022						RFF's 1-Final	Rev.2/8/2023
1.8 Administration	DESCRIPTION		Budget \$	Shifted Funds	Exp. to date	Balance	
Overhead (apport. value 69%)	Telephone line, insurance, tax filing & office supplies		\$4,000.00	\$4,000.00	\$4,000.00	\$0.00	
2.0 Advertising - FDG	Description - Vendors		Budget \$		Exp. to date	Balance	
2.2 Print Advertising - Mag.	ITC, Poc. Chamber, AmRd, RV ID, Great Am., Living Bird, Sunset Mag.- Wellness Camp		\$22,500.00	\$25,547.87	\$25,547.87	\$0.00	
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.		\$10,000.00	\$5,400.00	\$5,400.00	\$0.00	
2.3 Out of Home Advertising							
Billboards	Annual Billboard Contract and printing		\$8,000.00	\$625.00	\$625.00	\$0.00	
2.4 Video Advertising							
Video/Digital	Video Creation & photography costs, Wellness video clip creations 4 seasons		\$19,522.00	\$16,505.30	\$16,505.30	\$0.00	
OTT (Over the top TV)	Digital/ Streaming OTT		\$8,000.00	\$8,962.50	\$8,962.50	\$0.00	
2.6 Digital Advertising							
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, WELLNESS SEO & Google ads		\$31,800.00	\$29,287.11	\$29,287.11	\$0.00	
Other	KSL.com, Wellness creative content & digital display adv. & retargeting		\$14,805.00	\$23,187.50	\$23,187.50	\$0.00	
10.2 Public Relations	Social media campaigns paid ads		\$1,200.00	\$584.77	\$584.77	\$0.00	
Influencer Engagement	Social media influencer content & blog		\$8,000.00	\$13,564.66	\$13,564.66	\$0.00	
Content Creation	Social media content creation		\$1,000.00	\$731.25	\$731.25	\$0.00	
	TOTAL BUDGET FOR FORREST DESIGN GROUP		\$124,827.00	\$124,395.96	\$124,395.96	\$0.00	
5.0 Website - Homeland	Description - Vendors		Budget \$		Exp. to date	Balance	
5.1 New Website creation	New website re-design including Wellness Campaign landing page		\$12,000.00	\$16,108.75	\$16,108.75	\$0.00	
5.2 Other - Webhosting	webhosting renewals		\$600.00	\$214.55	\$214.55	\$0.00	
Domain Name	Annual domain fees		\$150.00	\$84.68	\$84.68	\$0.00	
Technical Upgrade	Web upgrades as needed for google analytics/changes		\$3,000.00	\$600.00	\$600.00	\$0.00	
Maintenance	Web maint., plugins, web updates, newsletters & Wellness newsletter		\$9,500.00	\$8,716.64	\$8,716.64	\$0.00	
	TOTAL BUDGET FOR HOMELAND WEB		\$25,250.00	\$25,724.62	\$25,724.62	\$0.00	
2.2 Print Advertising	Description - Vendors		Budget \$		Exp. to date	Balance	
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch. & Adv.		\$9,800.00	\$3,790.22	\$3,790.22	\$0.00	
Fulfillment Costs	Postage, long distance fees, shipment of brochures		\$7,300.00	\$5,227.51	\$5,227.51	\$0.00	

Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$7,100.00	\$6,633.97	\$6,633.97	\$0.00
2.6 Digital Advertising					
Other-online advertising	Go Travel Sites-Go-ID lead generation & email campaign	\$3,395.00	\$3,395.00	\$3,395.00	\$0.00
6.0 FAM & Site Visits					
Familiarization Tour #1	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00	\$0.00		\$0.00
Familiarization Tour #2	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00	\$0.00		\$0.00
8.0 Trade & Travel Shows					
8.1 Consumer Travel Show					
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$12,482.40	\$12,482.40	\$0.00
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00	\$10,166.15	\$10,166.15	\$0.00
10.0 Other Allowed Costs					
10.1 Training & Prof. Dev.					
ICORT	Registration, Lodging and per diem	\$1,500.00	\$1,706.17	\$1,706.17	\$0.00
ESTO	Registration	\$1,500.00	\$1,200.00	\$1,200.00	\$0.00
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00	\$4,800.00	\$4,800.00	\$0.00
	GRANT TOTAL	\$203,522.00	\$203,522.00	\$203,522.00	\$0.00
	CASH MATCH OBLIGATION	\$25,440.25		\$30,512.66	-\$5,072.41
*Shaded cells are the shifted funds within the elements.					OVER IN MATCH

2022 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2022 thru 9/30/2023			RFF's 1-2	Rev.2/8/2023
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$3,000.49	\$81.72	\$2,918.77
2.0 Advertising - FDG	Description - Vendors	Budget \$	Exp. to date	Balance
2.2 Print Advertising - Mag.	ITC, Poc. Chamber, AmRd, RV ID, Great Am., Living Bird, trade show	\$20,000.00	\$2,922.18	\$17,077.82
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$12,800.00		\$12,800.00
2.4 Video Advertising				\$0.00
Video/Digital	Video Creation & photography costs, Brand USA	\$10,000.00		\$10,000.00
OTT (Over the top TV)	Digital/Streaming OTT	\$8,000.00		\$8,000.00
2.5 Audio Streaming radio	Pandora, Spotify, Youtube Music	\$3,000.00		\$3,000.00
2.6 Digital Advertising				\$0.00
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, Red Sky	\$39,900.00		\$39,900.00
PD social display ads/OTA's SEO Ads, google ads, creative content, digital advertising		\$18,000.00		
10.2 Public Relations	Social media campaigns paid ads			\$0.00
Influencer Engagement	Social media influencer content & blog	\$5,000.00		\$5,000.00
Content Creation	Social media content creation	\$3,000.00		\$3,000.00
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$119,700.00	\$2,922.18	\$116,777.82
5.0 Website - Homeland	Description - Vendors	Budget \$	Exp. to date	Balance
5.2 Other - Webhosting	webhosting renewals	\$700.00	\$500.00	\$200.00
Domain Name	Annual domain fees	\$200.00		\$200.00

Technical Upgrade	Web upgrades as needed for google analytics/changes	\$5,000.00		\$5,000.00
Maintenance	Web maint., plugins, web updates, newsletters	\$7,000.00		\$7,000.00
Other	Promotional campaign web pages incl prof. translation services in diff. languages	\$5,500.00		\$5,500.00
	TOTAL BUDGET FOR HOMELAND WEB	\$18,400.00	\$500.00	\$17,900.00
2.2 Print Advertising	Description - Vendors	Budget \$	Exp. to date	Balance
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.& Adv.	\$15,000.00		\$15,000.00
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,000.00	\$205.31	\$6,794.69
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$10,000.00	\$7,269.20	\$2,730.80
2.6 Digital Advertising				
Other-online advertising	Go-ID lead generation & email campaign, homeland newsletters	\$8,000.00	\$3,395.00	\$4,605.00
6.0 FAM & Site Visits				
Familiarization Tour #1	FAM Trip associated with IRU in Boise	\$2,500.00		\$2,500.00
Familiarization Tour #2	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00		\$1,000.00
Familiarization Tour #3	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		\$1,000.00
8.0 Trade & Travel Shows				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$2,347.43	\$3,652.57
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,000.00		\$6,000.00
9.0 Capital Outlay	Electronic equip. Smart TV for travel shows	\$500.00	\$287.53	\$212.47
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				\$0.00
ICORT	Registration, Lodging and and per diem	\$2,000.00		\$2,000.00
ESTO	Registration	\$1,500.00		\$1,500.00
10.2 Public Relations	Social media management - Ron Gardner	\$5,500.00	\$400.00	\$5,100.00
	GRANT TOTAL	\$207,100.49	\$17,408.37	\$189,692.12
	CASH MATCH OBLIGATION	\$25,900.00	\$550.00	\$25,350.00

The council discussed cash match for the grant as to what qualifies for cash match such as travel show giveaways. Destiny will check into this and let the council know if this would qualify as cash match.

Sherril Tillotson asked about digital co-op opportunities that the communities can co-op with HCT. The advertising would need to have HCT and ITC logo on the advertising.

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

Travel Shows update

<u>TRAVEL SHOW NAME</u>	<u>DATES</u>	<u>Attendees and Co-ops</u>
Utah Travel/Morris Murdock Show	1/25 & Jan. 27-28	Kristen & Tish
SLC RV Show w/YTT	Feb. 16-19	Tami 16th&17th, Kristen 17th&18th, Destiny 18th, 19th
SLC Sportsman's Expo	March 16-19	Bridget 16-17, Molly & Husband 17-19, Birgitta 18-19
Experience Idaho Expo	5/6/2022	Destiny & Kristen
Dallas Travel & Adventure Show	April 1-2, 2023	Molly and husband

<u>INTERNATIONAL SHOWS</u>		
<i>International Roundup-IRU booth \$3,000.00</i>	<i>April 23-26</i>	<i>Tish Dahmen, Tami Leonhardt paying booth cost</i>
<i>Calgary Show Canada w/BLCVB-Pocatello co-op?</i>	<i>March 18-19 Canceled 2023</i>	<i>1300.00 for booth, Pay for both expenses</i>

Tish Dahmen: Utah Travel Show report. There were 8080 visitors at the show, and they ran out of the travel guide. Tish showed the council a new format for a brochure that she got from another area.

Destiny Egley will reserve a booth at the Calgary show for next year. Reservations will open in March 2023 for 2024 show.

Birgitta suggested to guide the visitors to the website for each community information.

Swag suggestions.

- Stickers
- Fishing Spinners
- Floating Keychains
- Lightweight backpacks
- Poncho balls

Sherril Tillotson made a motion to spend \$5,000.00 to purchase swag for the travel shows. Tyson Koester seconded the motion. The motion carried unanimously.

Tyson made a motion to allow \$1,000.00 for travel show giveaways, Tish Dahmen seconded the motion. The motion carried unanimously.

Travel Show Package giveaways usually include.

1. Overnight stay
2. Activities
3. Meals

Small Community Brochure Program

Requests:

- Paris Tabernacle \$1,200.00
- Oregon-California Center \$2,000.00
- Butterfly Haven Rack Card is requesting \$900.00 total project \$1,800.00 #20,000 cards.
- Lava Hot Springs Chamber of Commerce is requesting \$2,000.00 for their 2023 community brochure. The total cost of the project is \$16,400.00.

Total requests to date \$6,100.00.

Tish Dahmen made a motion to approve the Butterfly Haven request of \$900.00 and the Lava Chamber request of \$2000, Molly Beseris seconded the motion. The motion carried unanimously.

Small Community Advertising Program

Total Budget \$7,800.00

- Potato Museum requested \$2,500.00 at the January Meeting and was approved.
- Lava Hot Springs Chamber of Commerce requesting \$2,500.00 total cost of project \$7,500.00.

Total requests \$5,000.00.

Destiny made a motion to approve the Lava Chamber advertising request for \$2,500.00, Sherril seconded the motion. The motion carried unanimously.

Website Report-Ann Yearsley

Ann Yearsley was absent from the meeting.

Advertising-Marketing Budget Status

Forrest Design Group-Birgitta Bright reported on the Advertising-Marketing Budget status.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2022-2023 (22-v-1)						
2/9/2023	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE
Digital Advertising						
\$ 57,900.00						
\$ 6,250.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP		spring 2023	
\$ 9,200.00	Programmatic Digital	all year-multi campaign				
\$ 18,125.00	Bandwango	4				
\$ 3,750.00	Miles Media	VisitTheUSA Trips Page Updates			continuous	
\$ 11,625.00	Americanroadmagazine.com	Itinerary, Virtual Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			aut/win/spr/sum	
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2			win/spr	
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads			1st half 2023	
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		digital	1st half 2023	
\$ 868.75	Northwest Travel nwtravelmag.com	Fall trip planner	N/A	lead+30kc/210kr	Aug/Sept/Oct 23	
\$ 2,125.00	Northwest Travel nwtravelmag.com	E-newsletter/soc med post	N/A	20,000	Sep-22	
\$ 562.50	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual	
\$ 1,875.00	Great American West	Reg website x8; reg nwsltr x4; reporting; SM Postsx2	N/A		annual	
\$ 3,750.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A			
\$ 67,500.00	subtotal Digital Advertising					
Video Advertising						
\$ 18,000.00						
\$ 8,000.00	Video creation and photography					
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A			
\$ 14,900.00	subtotal Video Advertising					
Audio Advertising						
\$ 3,000.00						
\$ 6,900.00	programmatic audio	audio spots targeting listener on spotify/apple/pandora etc	available	SLC metro	Dec-Feb	

\$	-					
\$ 6,900.00 subtotal Audio Advertising						
Print Advertising						
\$ 37,800.00						
\$	1,250.00	RV Idaho 2024	1/2 page full color	Back Covr w LCOC?		
\$	3,750.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc			
\$	5,712.50	2023 Idaho Travel Guide	Full page ad	N/A	annual	
\$	-					
\$	-					
\$ 10,712.50 subtotal Print Advertising						
PR/Social Media						
\$ 10,300.00						
\$	3,750.00	Red Sky PR co-op	Targeted Promotion: Wellness	TBD		
\$	10,500.00	Social Media Influencer & content				
\$	-					
\$ 14,250.00 subtotal PR/Social Media						
\$ 114,262.50	Total Obligated					
\$ 127,000.00	Total Budget					
\$ 12,737.50	Total Remaining					

Social Media Platforms

- Facebook
- Youtube
- Instagram
- Snapchat
- Twitter
- Pinterest
- Tiktok
- LinkedIn
- Clubhouse
- Pat GDP

SE Magazine 10,000 copies. Birgitta will check on the price to add additional copies.

Destiny made a motion to have Birgitta print as many additional copies as possible of the SE ID magazine with a budget of \$5,000.00. Sherril seconded the motion. The motion carried unanimously.

Other Business

- Bear River Podcasts \$12,000 for eight different episodes. We need co-ops to go into this advertising with HCT.
- Shannon Balms- Certified Folder shipping 40,000 brochures. Destiny will be shipping the brochures soon.
- Visit Pocatello is accepting applications for a Tourism Director. Salary range \$45k-65k. Accepting applications until 2/13/2023.

Schedule Next Meeting

The next meeting will be held on March 22, 2023 @ 10am at 78 Main Street Restaurant.

Adjourn

Tyson Koester made a motion to adjourn the meeting, Destiny Egley seconded the motion. The meeting ended at 12:28 pm.

Minutes by Bridget Losee
HCT Secretary