



# Southeast Idaho High Country Tourism January 16, 2019 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday January 16, 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, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Shawn Oliverson, Kristen Jensen, Tish Dahmen Dan Lau and Darlene Downs Guest: Matt Hunter.

**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 November 14, 2018 meeting minutes. After review; Destiny Egley made a motion to approve the minutes, Darlene Downs seconded the motion. The motion carried unanimously.

**Election of Officers**

President-Devanee Morrison  
 Vice President-Kathy Ray  
 Secretary-Bridget Losee  
 Grant Administrator-Destiny Egley

Darlene Downs made a motion to retain the 2018 Officers. Dan Lau 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;

SOUTHEAST IDAHO HIGH COUNTRY		01/15/19
<b>MONTHLY EXPENSE REPORT</b>		
<b>BANK BALANCE FORWARD</b>		<b>\$34,474.07</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
DEPOSIT - Officemax refund - exchanged folders wrong size		\$ 6.19
DEPOSIT - RFF #5 2017 Grant		\$14,080.57
DEPOSIT - RFF #6 2017 Grant		\$ 1,430.65
DEPOSIT - Amazon - Defective Ipod Charger and cord		\$ 11.70
DEPOSIT - City of Downey 2019 Membership dues		\$ 200.00
DEPOSIT -		
<b>Total Deposits</b>		<b>\$15,729.11</b>
<b>EXPENSES</b>		
Advertising - Forrest Design Group	\$ 3,193.81	
Century Link - Telephone & Long Distance - 2mo.	\$ 99.16	
Website - Homeland Web - 3 invoices	\$ 3,528.67	
Postage & Delivery - Fulfillment & Stamps.com fees	\$ 236.12	
Meeting - Chuckwagon monthly meeting - November	\$ 20.00	
Ron Gardner - Social Media Management - 3 invoices	\$ 600.00	
Morris Murdock Travel show - Balance of both booths	\$ 1,545.00	
Columbus Travel - Utah Travel Expo balance of booth	\$ 630.00	
Certified Folder - Annual brochure distribution contract HCT brochure	\$ 7,203.43	

Greenband Enterprises - Balance of RV show booth	\$ 718.43	
Malad Valley Welsh Festival - Advertising co-op	\$ 542.00	
Malad Chamber of Commerce - Brochure co-op	\$ 723.00	
Cariboo Development Foundation - Brochure co-op	\$ 1,000.00	
Displays2Go.com - Fulfillment - brochure rack holders	\$ 73.02	
Amazon.com - Admin supplies	\$ 114.51	
Office Max - Admin supplies	\$ 22.25	
TeePee Adversising - Trade show swag - 5,000 qty Pens	\$ 2,450.00	
4Imprint.com - Trade show bags w/logo - Qty 250	\$ 254.62	
IBF Printing & Graphics - Trade show swag - 300 Qty Lip Balm	\$ 304.83	
Onspot Social - Email collection app for trade shows	\$ 35.00	
	<b>TOTAL EXPENDITURES</b>	<b>\$23,293.85</b>
<b>BANK ENDING BALANCE</b>		<b>\$26,909.33</b>
<u>Account Details As of 1/15/2019</u>		
IRELAND BANK		
E\$SENTIAL CHECKING ACCOUNT		
*****2529		
\$32,373.23		

### Checking Register

Register: IRELAND BANK CHECKING								
From 11/06/2018 through 01/15/2019								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
11/7/2018	DB	Chuckwagon	Meeting Meals	November meeting	20	X		34,454.07
11/7/2018	DB	Displays2Go.com	Admin/Fulfillment:Supplies	acrylic brochure holders - fulfillment	73.02	X		34,381.05
11/7/2018	DB	Amazon.com	Admin/Fulfillment:Supplies	Ipad charger for trade shows	11.7	X		34,369.35
11/8/2018	DB	Morris Murdock Travel	Travel Shows #4	MM show booths for Sandy and St. George	1,545.00			32,824.35
11/9/2018	DB	Office Max	Admin/Fulfillment:Supplies	Refund - exchanged legal folders to letter folders		X	6.19	32,830.54
11/9/2018	DB	Columbus Travel	Travel Shows #4	Jan. 11-12, 2019 booth balance for show UT Travel Exp. recvd funds in RFF #3	630	X		32,200.54
11/14/2018	DB	Amazon.com	Admin/Fulfillment:Supplies	Brochure cart/wagon for hauling brochures	102.81	X		32,097.73
11/15/2018	DB	Stamps.com	Admin/Fulfillment	Monthly service fee for postage service	15.99	X		32,081.74
11/19/2018	DB	Stamps.com	Admin/Fulfillment	Postage on account for fulfillment packets	200	X		31,881.74
11/20/2018		Deposit	GRANT AWARD	Deposit RFF #5 2017 Grant		X	14,080.57	45,962.31
11/20/2018	DB	USPS-Postmaster	Postage	fulfillment packet sent	2.05	X		45,960.26
11/20/2018	2521	Century Link	Accounts Payable	208-776-5155 903B	1.57	X		45,958.69
11/20/2018	2522	Century Link	Accounts Payable	208-776-5155 903B	48.08	X		45,910.61
11/20/2018	2523	Certified Folder Display	Accounts Payable	04-0031655	7,203.43	X		38,707.18

11/20/2018	2524	Tee Pee Advertising Company	Accounts Payable	5000 pens for admin and trades shows 2017 Grant ADMIN	2,450.00	X		36,257.18
11/20/2018	2525	Ron Gardner	Accounts Payable	October social media management 2017 Grant RFF #6	200	X		36,057.18
11/20/2018	2526	Homeland Web	Accounts Payable	October website maint., newsletter 2017 Grant RFF#6	397.5	X		35,659.68
11/30/2018	DB	Office Max	Admin/Fulfillment:Supplies	Admin - PAID stamp for bills	22.25	X		35,637.43
12/3/2018	DB	Greenband Enterprises, LLC	Travel Shows #4	Balance pd for RV show - Recvd funds in RFF #3	718.43	X		34,919.00
12/10/2018	DB	Stamps.com	Admin/Fulfillment	Fulfillment Stamps.com monthly service fee	15.99	X		34,903.01
12/14/2018	DB	4Imprint.com	Trade show promo	travel show bags for tradeshow swag with Logo	254.62	X		34,648.39
12/17/2018	2527	Century Link	Accounts Payable	208-776-5155 903B	1.43	X		34,646.96
12/17/2018	2528	Century Link	Accounts Payable	208-776-5155 903B	48.08	X		34,598.88
12/17/2018	2529	Malad Valley Welsh Festival	Accounts Payable	Advertising co-op w/Malad Welsh Festival 2018	542			34,056.88
12/17/2018	2530	Homeland Web	Accounts Payable	November website management, maint. events and newsletter 2017 Grant RFF #7	1,348.50	X		32,708.38
12/17/2018	2531	Ron Gardner	Accounts Payable	November social media management 2017 Grant RFF #7	200			32,508.38
12/19/2018			GRANT AWARD	Deposit RFF #6 2017 Grant		X	1,430.65	33,939.03
1/10/2019	DB	Onspotsocial.com	Travel Shows #4	Email collection app for tradeshows	35			33,904.03
1/10/2019	239	Homeland Web	Accounts Payable	December website maint. updates, newsletter and map & trails work 2017 Grant Finall RFF	1,782.67			32,121.36
1/10/2019	2532	Century Link	Accounts Payable	208-776-5155 903B	2.09			32,119.27
1/10/2019	2533	IBF Printing & Graphics	Accounts Payable	Lip balm for trade show swag w/HCT logo	304.83			31,814.44
1/10/2019	2534	Forrest Design Group	Accounts Payable		3,193.81			28,620.63
1/10/2019	2535	Carriboo Development Foundation	Accounts Payable	Soda Springs Brochure Co-op 20K printed	1,000.00			27,620.63

				2017 Grant Final RFF			
1/10/2019	2537	Malad Chamber of Commerce	Accounts Payable	Malad Brochure co-op 10K printed 2017 Grant Final RFF	723		26,897.63
1/10/2019	2538	Ron Gardner	Accounts Payable	December social media management 2017 Grant RFF FINAL	200		26,697.63
1/11/2019		Deposit	Admin/Fulfillment:Supplies	Ipod charger and cord refunded - Defective		11.7	26,709.33
1/15/2019		City of Downey	Accounts receivable	2019 Membership dues		200	26,909.33

**2017 & 2018 Grant Status**

<b>17-V-1 2017 GRANT</b>				Grant 8/1/17 -12/31/18		1/15/2019
<b>ELEMENTS</b>	<b>AWARDED</b>	<b>AMENDED</b>	<b>RCVD YTD</b>	<b>NEXT RFF</b>	<b>OBLIGATED</b>	<b>AVAILABLE</b>
1. ADMINISTRATIVE 10%	\$ 14,150.00	\$ 4,150.00	\$ 5,173.01	\$ 171.40	\$ -	\$ <b>8,805.59</b>
2a. Advertising/Co-Ops/Fulfillment	\$ 60,479.00	\$ 59,811.89	\$38,396.58	\$ 3,372.43	\$ 17,891.37	\$ 151.51
Small community adv. co-op	\$ 5,000.00	\$ 2,002.50	\$ 2,002.50	\$ -	\$ -	\$ -
Collateral & Distribution	\$ 20,000.00	\$ 32,020.08	\$ 6,690.20	\$ -	\$ 25,000.00	\$ 329.88
Small comm. brochure co-op	\$ 6,521.00	\$ 6,521.00	\$ 3,321.00	\$ 1,723.00		\$ 1,477.00
2b. Web, Maint. & Social Media	\$ 21,475.00	\$ 16,724.44	\$13,193.27	\$ 3,531.17		\$ (0.00)
2c. Trade shows & Conferences	\$ 13,875.00	\$ 10,270.09	\$10,270.09	\$ -	\$ -	\$ -
<b>TOTALS</b>	<b>\$141,500.00</b>	<b>\$141,500.00</b>	<b>\$79,046.65</b>	<b>\$ 8,798.00</b>	<b>\$ 42,891.37</b>	<b>\$ 1,958.39</b>
*Match requirement for year is -	\$ 17,688.00					
YTD Match received for year is -	\$ 18,304.95					
<b>Match Balance</b>	<b>\$ (616.95)</b>					
<b>Obligated Amounts &amp; Balances</b>						
*Advertising items that I am waiting for invoices from FDG						
*SEID Visitors Guide Reprint plus Shipping to Certified and HCT Storage						
*Small Community Brochures -\$777 Pocatello Bannock Historical Museum & \$700 Shoshone Tribes - DID NOT GET DONE!						
*Balance Available will be for the maps when we receive the invoice from FDG						
<b>*ADMIN Element - The available amt. at end of Dec. will have to be reverted back for next year due to the mid-cycle grant changes</b>						
<b>18-V-1 2018 GRANT</b>				Grant 8/1/18 -9/30/19		1/15/2019
<b>ELEMENTS</b>	<b>AWARDED</b>	<b>AMENDED</b>	<b>RCVD YTD</b>	<b>NEXT RFF</b>	<b>OBLIGATED</b>	<b>AVAILABLE</b>
Administration	\$ 12,000.00					\$ 12,000.00
Advertising-Co-ops-Collateral	\$ 75,697.00			\$ 1,895.00		\$ 73,802.00
Direct Mail & Email Mktg & Fulfillment	\$ 10,000.00			\$ 6,521.67		\$ 3,478.33
Website	\$12,200.00			\$ 346.77		\$ 11,853.23
Fam Tours & Site Visits	\$ 1,500.00					\$ 1,500.00
Sponsorships	\$ 3,000.00					\$ 3,000.00
Trade and Travel Shows	\$ 12,000.00					\$ 12,000.00
Capital Outlay & Software	\$ 500.00					\$ 500.00
Training & Professional Development	\$ 1,500.00					\$ 1,500.00
<b>TOTALS</b>	<b>\$128,397.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 8,763.44</b>	<b>\$ -</b>	<b>\$ 119,633.56</b>
*Match requirement for year is -	\$ 16,050.00					
YTD Match received for year is -	\$ 986.59					
<b>Match Balance</b>	<b>\$ 15,063.41</b>					

**SOCIAL MEDIA REPORTS:**

<b>NOTES:</b>	Top posts for Nov., 2018 1.6K - 11/17 - We're expecting a shower - a meteor shower. 995 - 11/14 - invite to watch "Grand Adventure" online show from Lava Hot Springs, Idaho! 971 - 11/26 - Reminder about getting a Star on your driver's license. 904 - 11/21 - efforts to relieve parking issues at Bear Lake St. Park 507 - 11/06 - where to vote.
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NOTES: Most popular posts for Dec., 2018

- \*\* 26,687 likes 12/20 on Full Moon & Meteor Shower - SE Idaho hot springs make good viewing locations.
- \*\* 1,725 -- 12/21 - Meteor shower viewing map/guide
- 889 -- 12/06 - Enders Hotel & Museum in Soda Springs .. some say its haunted.
- 831 -- 12/01 - Iconic Idaho photo album
- 713 -- 12/03 - Hot pools tour
- 686 -- 12/25 - Christmas greeting graphic
- 630 -- 12/29 - Deseret News article (6 Reasons to Visit LHS)
- 621 -- 12/27 - Cold weather all the way into next year.
- 448 & 436 -- 12/27 road conditions and highway dept. live web cams
- 363 -- 12/10 2nd week of Dec. plenty to do on events calendar.

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

**Commerce Updates-Matt Hunter**

Idaho Commerce report by Matt Hunter.

- New Idaho State Travel Guide will be released next week.
- Tom Keely new Director of the Department of Commerce met with Matt last week to discuss Economic Development and Tourism.
- ITC meeting will be held March 12, 2019 from 1pm-5pm at the Pocatello Chamber office.
- Matt Hunter-Idaho Travel Council-New Reps
  1. Region 2-Michael Brian
  2. Boise-Pat Romanize.
- ITC meeting in Boise next week. The Idaho Travel Council rule changes will go before Congress soon for approval.
- 2019 ICORT (Idaho Conference on Recreation and Tourism) will be held in Sun Valley.

**Advertising Budget Status**

Birgitta Bright was absent from meeting due to inclement weather. (Snow Storm)

**Small Community Brochure Applications Total Budget \$5,000.**

Application requests:

- Idaho Potato Museum \$500.00
- Lava Hot Springs Chamber of Commerce \$1000.00
- Bear River Heritage Area \$1000.00
- City of Downey \$500.00

Total \$3,000.00

Tish Dahmen made a motion to set the budget for collateral materials at \$5000.00 with other applications to be submitted at a later date. Kristen Jensen seconded the motion. The motion carried.

Dan Lau made a motion to approve the amounts requested from the four Community Brochure applications that were submitted at the meeting. Kristen Jensen seconded the motion. The motion carried.

**Small Community Advertising Application Total Budget \$4,000.**

- Idaho Potato Museum-Tish Dahmen would like to submit application for advertising campaign total cost \$2,750.00.
- Idaho Museum of Natural History-Amy Tews is requesting \$3,770. total cost of Billboard Advertising by Idaho Falls \$7,540.

Tish Dahmen made a motion to approve \$1,700. towards the Idaho Museum of Natural History Billboard Ad Campaign, Darlene Downs seconded the motion. The motion carried.

Darlene Downs made a motion to approve \$1,375. towards the Idaho Potato Museum advertising campaign. Destiny Egley seconded the motion. The motion carried.

Destiny Egley made a motion to approve \$400. for the Soda Springs Fishing Derby advertising. Tish Dahmen seconded the motion. The motion carried.

Destiny Egley made a motion to set the Small Community Advertising Application requests at maximum of \$2,000. per entity. Tish Dahmen seconded the motion. The motion carried.

**HCT Toll Free Phone Line at Lava Foundation**

The toll free phone line is currently at the Lava Hot Springs Foundation. Destiny and Bridget answer the phone calls Mon-Fri 8am-5pm. The Foundation just changed phone providers to Verizon Wireless. Do we want to have the calls forwarded to a cell phone so that calls can be answered 7 days a week?

The council agreed that calls can be answered Mon-Fri and on weekends they can leave a message. Voice mail can be set up to let them know that we are in the office Mon-Fri or they can visit our website to get more information.

**Trade Shows-Reps**

<b><u>CONSUMER TRAVEL SHOWS</u></b>	<b><u>DATES</u></b>	<b><u>Attendees</u></b>
Utah Travel Expo	January 4-5	Kristen Jensen, Tami Leonhardt
Morris Murdock St. George	January 23	Kristen Jensen
Morris Murdock travel show	January 25-26	Co-op w/L. Chamber & VP send 1 rep Kristen Jensen, Randy Benglan, Jeff Glissendorf
SLC RV Show	February 14-17	Tish Dahmen, Bridget Losee
Gearfest Travel Show	June	
<b><u>INTERNATIONAL SHOW</u></b>		
Calgary Show in Canada	March 23-24	

Darlene Downs made a motion to allocate \$1000. for Travel Show giveaways packages at \$200 per package. Dan Lau seconded the motion. The motion carried unanimously.

February 12-14,2019: Destiny will be attending the Canadian Snowbird Extravaganza Travel Show that is held at the Mesa Convention Center in Phoenix Arizona. She will

be representing the Lava Hot Springs Foundation and HCT. She is taking regional brochures to display.

### **The Oregon California Auto Trail Program**

JGS a company out of Nebraska is putting together the Oregon California Auto Trail Program. They are requesting \$1500 from HCT and \$1,000. from American Falls. Soda Springs is listed on their website, the rest of the region isn't recognized on the website.

Tish Dahmen made a motion that we pass on this advertising opportunity and wait to get more information. Darlene Downs seconded the motion. The motion carried.

### **Trail Map Status**

Birgitta Bright was absent from meeting due to weather.

### **Reprint of SE ID Visitors Guide**

SE ID Visitors Guide-Qty 125,000 at cost of \$22,163.00 The guides will have a side fold and new layout. They should go to printed next week.

### **Website Report**

Webmaster Ann Yearsley was absent from meeting due to inclement weather.(Snow Storm) Ann emailed the website statistic to all members.

### **Other Business**

- Kathy Ray -Utah Business Conference will be held September 15-18, 2019.
- Fire and Ice Winter Festival will be held February 1-3, 2019 in Lava Hot Springs.
- Idaho Travel Council-out of state per diem rates changed to \$55.00 per day.
- Tish Dahmen recommended that "regional magazine" be an agenda item at next meeting.
- 2019 is the 50 year anniversary for the Olympic Swimming Complex in Lava Hot Springs. It was built in 1969. Record attendance at the SP in 2018.
- The Foundation's is working towards a parking garage across from the Hot Pools. Also, additional parking at the Swimming Pool located at the west end of facility.

### **Schedule Next Meeting**

The next meeting will be held in Lava Hot Springs on February 20, 2019.

### **Adjourn**

Dan Lau made a motion to adjourn the meeting. Destiny Egley seconded the motion. The meeting was adjourned at 10:59 AM.

Minutes by;

Bridget Losee-HCT Secretary