



Southeast Idaho High Country Tourism January 17, 2024 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on January 17, 2024 at the Lava Hot Springs Foundation Board Room 430 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

Vice President Molly Beseris, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Debbie Dumont, Sherril Tillotson, Kristen Jensen, Darlene Downs, Tyson Koester. Guest: Birgitta Bright.

Minutes-Action Item

The November 29, 2023 meeting minutes were emailed to the council for review. Tyson Koester made a motion to approve the November 29, 2023 meeting minutes, Debbie Dumont seconded the motion. The motion carried unanimously.

Election of Officers-Action Item

2024 Officers

Tami Leonhardt-President
Molly Beseris-Vice President
Bridget Losee-Secretary
Destiny Egley-Treasurer-Grant Administrator

Debbie Dumont made a motion to appoint the same officers as in 2023. Kristen Jensen seconded the motion. The motion carried unanimously.

ITC (Idaho Travel Council) Roundtable co-ops online zoom

Jeremy Chase from the Department of Commerce presented an update about State co-ops and partnerships.

Agenda

Why co-ops are important.

Achieve things together that we couldn't do ourselves.

- Open conversations.
- Complementary messaging.
- Financial opportunities.
- Structure of co-ops

Tiers

Tier 1 opportunities.

Tier 2 partnering opportunities.

Tier 3 Larger scale opportunities with larger audiences.

Marketing Agencies

Madden Media

Red Sky-State PR

Discussion of Bylaws

The council discussed who on the council and officers have voice and vote specified in the Bylaws. Discussion was about the council officers that serve with voice, but no vote. If the Vice President is filling in for the president, they should be able to vote. The president is usually the tie breaker in a motion. Council members need to review the Bylaws and then we can discuss at the next meeting. If you have suggestions for change in the bylaws contact Destiny. Destiny will email the bylaws to council members.

Financial Status Report-Destiny Egley Action Item

Destiny Egley reported on the financial status.

SOUTHEAST IDAHO HIGH COUNTRY			01/16/24
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			\$ 3,593.60
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - Office supply refund never received had to reorder		\$ 27.87
	DEPOSIT - RFF #8 2022 Grant manual by Alexis short pd		\$ 7,500.00
	DEPOSIT - RFF #1 2023 Grant		\$ 4,341.64
	DEPOSIT - RFF #2 2023 Grant manual by Alexis short pd		\$ 385.00
	DEPOSIT - RFF #9 2022 Grant		\$ 20,478.11
	DEPOSIT - City of Montpelier & Blackfoot member dues		\$ 400.00
	DEPOSIT - City of Downey & Preston		\$ 375.00
	Total Deposits		\$ 33,507.62
EXPENSES			
	Advertising - Forrest Design Group	\$ -	
	Century Link - Telephone & Long Distance	\$ 71.38	
	Website - Homeland Web Nov. & Dec.	\$ 3,634.00	
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 326.48	
	Mikes Market & LHSF - Meeting snacks and drinks	\$ 33.14	
	Office Max - Office supplies	\$ 613.42	
	Medipac - Canadian Snowbird show booth	\$ 1,317.00	
	Malad chamber - 2023 Annual charge for display case	\$ 600.00	
	Lava Chamber of Commerce - Advertising co-op	\$ 2,500.00	
	Ron Gardner - Social Media Management Nov. & Dec.	\$ 800.00	
	Hilton - Hotel reservation for St. George Show Kristen Jensen	\$ 402.96	
	Molly Beseris - Flight reimb. for 2 for Dallas and 1 for IRU Shows	\$ 1,463.00	
	Onspot Social - monthly service fee for email app at shows	\$ 35.00	
	Certified Folder Display - Annual contract brochure distribution	\$ 7,187.87	
	RMI - IRU Rep registration for Molly	\$ 620.00	
	Yellowstone Teton Territory - 1/2 costs booth furnishings	\$ 328.64	
		\$ -	
	TOTAL EXPENDITURES	\$ 19,932.89	
BANK ENDING BALANCE			\$ 17,168.33
Account Details As of 1/16/2024			
IRELAND BANK			
E\$SENTIAL CHECKING ACCOUNT			
*****2529			
			\$26,001.12

Register: IRELAND BANK CHECKING								
From 11/29/2023 through 01/16/2024								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
11/29/2023	DB	Deposit	Administration:Supplies	Office supplies refund		X	27.87	3,621.47
11/29/2023	DB	Mike's Market	Meeting Meals	November meeting snacks	16.88	X		3,604.59
11/29/2023	DB	Lava Hot Springs Foundation	Meeting Meals	water for November meeting	2.8	X		3,601.79
12/4/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Taxes mailed to CPA 2022 Grant	6.15	X		3,595.64

12/6/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Bear Brochures shipment 10 boxes	229.45	X		3,366.19
12/6/2023	DB	Office Max	Administration:Supplies	Office Supplies envelopes, correction tape and filing storage boxes	61.12	X		3,305.07
12/11/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Stamps.com monthly service fee 2022 Grant RFF #9	19.99	X		3,285.08
12/12/2023		Deposit	-split-	Deposit RFF #8 2022 Grant balance from #7 and RFF #1 2023 Grant partial		X	11,841.64	15,126.72
12/12/2023	2961	Medipac	Trade & Travel Shows	Balance of Canadian snowbird show 2024	1,317.00	X		13,809.72
12/12/2023	2962	Malad Chamber of Commerce	Accounts Payable	Display at Cherry Creek Visitors Center 2023 Grant RFF #2	600			13,209.72
12/12/2023	2963	Lava Chamber of Commerce	Accounts Payable	ID state travel guide co-op w/Lava chamber 2022 Grant RFF #8	2,500.00	X		10,709.72
12/12/2023	2964	Ron Gardner	Accounts Payable	Social media management 2022 Grant RFF #8	400	X		10,309.72
12/12/2023	2965	Homeland Web	Accounts Payable	November website maint. and management	1,354.00	X		8,955.72
12/18/2023	DB	Hilton	Trade & Travel Shows	Hotel for Kristen St. George for UT Travel Expo 2023 RFF #	402.96	X		8,552.76
12/18/2023	2966	Molly Beseris	Trade & Travel Shows	Flight reimb. for IRU and Dallas Travel shows in 2024	1,463.00			7,089.76
12/19/2023	DB	Office Max	Administration:Supplies	Office supplies	552.3	X		6,537.46
1/2/2024	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Thank you Gift Card for Ron and postage	50.9			6,486.56
1/2/2024	2967	Century Link	Accounts Payable	December data phone line charges 2022 Grant FINAL RFF	71.28			6,415.28
1/2/2024	2968	Lumen	Accounts Payable	208-776-5155 903B	0.1			6,415.18
1/2/2024	2969	Homeland Web	Accounts Payable	December website management and newsletter 2022 Grant Final RFF	2,280.00			4,135.18
1/2/2024	2970	Ron Gardner	Accounts Payable	Social Media management December 2023 - 2022 Grant Final RFF	400			3,735.18
1/4/2024			GRANT AWARD	Deposit RFF #2 manual by Alexis short paid RFF #1			385	4,120.18
1/7/2024	DB	Walmart	Meeting Meals	January meeting meal expenses	13.46			4,106.72
1/8/2024		Deposit	GRANT AWARD	Deposit RFF #9 2022 Grant			20,478.11	24,584.83
1/8/2024		City of Montpelier	Accounts receivable				200	24,784.83
1/8/2024		Blackfoot City of	Accounts receivable				200	24,984.83
1/8/2024	DB	Onspotsocial.com	Trade & Travel Shows	Monthly service for email collections at travel shows 2024 - 2023 Grant RFF #3	35			24,949.83
1/10/2024	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly servicefee	19.99			24,929.84
1/11/2024	2971	Certified Folder Display	Accounts Payable	04-0031655	7,187.87			17,741.97
1/11/2024	2972	RMI	Accounts Payable	Registration for Molly Beseris to attend RMI 2023 Grant RFF #3	620			17,121.97
1/11/2024	2973	Yellowstone Teton Territory-YTT	Accounts Payable	1/2 portion with YTT on Modern Display furnishings for UT RV Show 2023 Grant RFF #3	328.64			16,793.33
1/16/2024		City of Downey	Accounts receivable				175	16,968.33
1/16/2024		City of Preston	Accounts receivable				200	17,168.33

2023 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2023 thru 9/30/2024			RFF's 1-3	1/16/2024
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$ 3,000.00		\$ 3,000.00
2.0 Advertising - FDG	Description - Vendors			

2.2 Print Advertising - Mag.	ID State, Pocatello, Am. Rd, Great Am. West, Living Bird, Trade show	\$ 14,800.00	\$ 450.00	\$ 14,350.00
Collateral Material	Visitors Guide to SEID, Experience SEID Mag.	\$ 18,000.00		\$ 18,000.00
2.4 Video Advertising				
Video/Digital	Video creation and photography costs (FDG), Merlin Films	\$ 10,000.00		\$ 10,000.00
OTT (Over the top TV)	Digital/Streaming OTT Datafy	\$ 8,500.00		\$ 8,500.00
2.5 Audio Streaming radio	Pandora, Spotify, Youtube Music, Datafy	\$ 5,000.00		\$ 5,000.00
2.6 Digital Advertising				
Search/Meta Search	SEO & Google Ads, Creative Content & Digital Display & Retargeting, website audit w/google analytics & content	\$ 20,000.00		\$ 20,000.00
PD social display ads/OTA's SEO Ads, google ads, creative content, digital advertising	Datafy, Miles Media, Brand USA, Herrmann Global, YMP.com & Bandwango	\$ 59,000.00		\$ 59,000.00
10.2 Public Relations	Paid Social Media Campaigns (FDG), content creation and Red Sky Co-op	\$ 10,000.00		\$ 10,000.00
Influencer Engagement	Social Media Influencer content and blog (Forrest Design Group)	\$ 5,383.15		\$ 5,383.15
Content Creation	Social Media Content creation	\$ 1,000.00		\$ 1,000.00
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$ 151,683.15		\$ 151,683.15
5.0 Website - Homeland				
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 700.00		\$ 700.00
Domain Name	Annual Fees (Homeland Web)	\$ 200.00	\$ 66.64	\$ 133.36
Technical Upgrade	Web upgrades as needed for google analytics and technology changes	\$ 5,000.00		\$ 5,000.00
Maintenance	Website maint., hosting fees, plugins, adding pictures and video to library	\$ 5,000.00		\$ 5,000.00
Other -Email newsletters	Email newsletters Homeland Web, GoID or other	\$ 7,000.00		\$ 7,000.00
-	TOTAL BUDGET FOR HOMELAND WEB	\$ 17,900.00		\$ 17,900.00
2.2 Print Advertising				
Collateral Material	Small Community Brochures, trail maps	\$ 10,000.00		\$ 10,000.00
Fulfillment Costs	Fulfillment costs on postage, stamps.com, CenturyLink long-distance charges	\$ 8,500.00		\$ 8,500.00
Other - Brochure Dist.	Certified Folder and Bear Brochures Distribution contracts	\$ 11,000.00	\$ 7,663.16	\$ 3,336.84
2.6 Digital Advertising				\$ -
Other-online advertising	Go Travel Sites - Go-Idaho.com page	\$ 4,000.00	\$ 3,395.00	\$ 605.00
8.0 Trade & Travel Shows				\$ -
Show #1	UT MM, RV Show w/YTT, Dallas Adv. Show, Boise Exp ID Expo	\$ 14,000.00	\$ 1,636.44	\$ 12,363.56
Show #2 - International	Go West, IRU, Canadian Snowbird Extravaganza in Arizona	\$ 11,000.00	\$ 810.20	\$ 10,189.80
10.0 Other Allowed Costs				\$ -
10.1 Training & Prof. Dev.				\$ -
ICORT	Member Registrations, Lodging and per diem for ICORT	\$ 2,000.00		\$ 2,000.00
ESTO	Registration	\$ 1,500.00		\$ 1,500.00
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 7,000.00		\$ 7,000.00
	GRANT TOTAL	\$ 238,583.15	\$ 14,021.44	\$ 224,561.71
	CASH MATCH OBLIGATION	\$ 30,197.89	\$ 2,525.17	\$ 27,672.72

Debbie Dumont made a motion to approve the financials as presented, Darlene Downs seconded the motion. The motion carried unanimously.

- **Social Media Budget-\$8,000.00**

- **Social media management.**

- MaryDawn posts social media posts but doesn't respond to the comments etc. Who will manage the comments and responses. Would anyone on the Board want to respond to the social media posts. MaryDawn charges \$25.00 per hour to attend the council meetings. Ron Gardner posted and managed responses to social media posts.

Molly Beseris and Debbie Dumont volunteered to help with the social media responses. Platforms on social media are Facebook and Instagram.
 Social media Policy? Molly Beseris has a copy of a social media policy. **Add this to the next meeting agenda.**

• **Membership Dues**

Destiny emailed the membership dues invoices to the council. She has received some of the dues.
 These communities have not sent checks to date-BLCVB, Downey short paid 25.00, Lava, Soda, Idaho Museum of natural history, Malad, Shoshone Bannock Tribes.

Discussion of upcoming 2024 Grant

Grant Administrator Destiny Egley asked if there were any special advertising requests or anything she could add to the grant budget? Advertising opportunities mentioned were.

- Sponsorships.
- online advertising.
- reprint of brochures-Southeast Idaho brochure-certified folder distribution. The printer can direct ship to the consumers.
- Podcast.
- Drone Footage.
- If the council has any suggested advertising opportunities, please email them to Birgitta.

Grant submittal deadline is March 2024. Destiny will put the grant together and present it to the council for approval before submittal to ITC (Idaho Travel Council).

Travel Shows and Representatives

<u>Travel Show Name</u>	<u>Dates</u>	<u>Attendees and Co-ops</u>
Denver Travel & Adventure	1/20-1/21	VP Jeff
Utah Travel/Morris Murdock	1/24 & 1/26-27	HCT&VP Kristen and Tish
SLC RV Show w/YTT	2/15-2/18	HCT&YTT Kristen, Tish & Bridget
Dallas Travel& Adventure	3/23-3/24	HCT&VP Molly and Hubby??
Experience Idaho Expo	5/4/2023	HCT &VP Jeff
<u>International Shows</u>		
International Roundup (IRU	4/19-4/22	Molly
Snowbird Extravaganza	2/5/2023	HCT& LHSF Destiny and Darwin

Giveaway Packages-5 Travel Shows

- 1.Blackfoot-Tish
- 2.Pocatello-Jeff has a donated package-Stay and ski packages.
- 3-4. 2-Downata packages
5. BLCVB?

Small Community Co-op amounts

Small Community Brochure and Advertising programs
 The council discussed raising the maximum request amounts.

- Brochure program \$2,500.00 maximum per request.
- Advertising program \$2,500.00 maximum per request.

Debbie Dumont made a motion to increase the small community brochure maximum per request to \$2,500.00 per request. Kristen Jensen seconded the motion. The motion carried unanimously.

Small Community Brochure Programs co-op requests-Action Item- not to exceed \$2,500.00 limit per year

- Lava Chamber of Commerce submitted a request for an update to the design of their brochure total cost \$19,305.00, they are requesting \$2,500.00 for design, print and distribution. They will print #50,000 brochures.

Tyson Koester made a motion to approve the Lava Chamber of Commerce brochure request of \$2,500.00, Darlene Downs seconded the motion. The motion carried unanimously.

- Butterfly Haven-Karen Reed- Rack Card #25,000 total cost \$2,250.00 requesting \$1,125.00 Approval done by email:

Kristen Jensen made a motion by email to approve the Butterfly Haven rack card request, Destiny Egley seconded the motion. The motion carried unanimously.

Small Community Advertising Programs co-op requests-Action Item-\$2,500.00 per year.

- Lava Hot Springs Chamber of Commerce-Idaho Travel Guide Advertisement placement and design total cost \$8,650.00 and they are requesting \$2,500.00
- Idaho Potato Museum ad in the 2024 Yellowstone National Park Magazine Advertising they are requesting Total cost \$3,395.00 requesting \$1,697.50.

Debbie Dumont made a motion to approve the Lava Chamber of Commerce’s request of \$2,500.00 and the Idaho Potato Museum advertising request of \$1,675.00. Destiny Egley seconded the motion. The motion carried unanimously.

Debbie Dumont is working on creating a website for Caribou Development Corporation-Soda Springs due to the Soda Springs Newspapers closing. Soda Springs City will fund half of the cost for the website design. Debbie will put together an advertising request to present at the next meeting.

Website Report-Ann Yearsley

Ann Yearsley emailed the website statistics to the council:

Total Users are only down 250 from last year. Google visits were UP 1,386. Direct visits were UP 55. Facebook visits were up 1,506 (ADS). Visits from Idaho are up 2,438 and Utah is up 1,987! The most visited pages were Hot Springs (Facebook ADS), Homepage, Events, Ice Fishing, and Snowmobile trails. Newsletter got a record 7,990 opens on new Beehive platform!

Advertising Budget Status-Birgitta Bright

Birgitta Bright of Forrest Design Group reported on the marketing budget status.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2023-2024 (23-v-1) - FORREST DESIGN GROUP							
1/17/2024	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
2.6 Digital Advertising							
\$ 90,000.00							
\$ 6,375.00	Miles Media	Canada West Multi-Channel Cmpn	ITC		spring 2024		pending
\$ 10,000.00	Programmatic Digital-Passports	promotion of travel passports					pending
\$ 10,000.00	Programmatic Digital-Niche	birding and other niche markets					
\$ 9,200.00	Programmatic Digital-Branding	all year-multi campaign			Nov23-Apr24		active
\$ 18,125.00	Bandwango-Activity Passports	4					in progress
\$ 11,625.00	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			win/spr/sum		in progress
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2			win/spr		pending

\$ 5,625.00	MyYellowstonePark.com	Targeted Leads	N/A		1st half 2024		in progress
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		digital	1st half 2024		in progress
\$ 2,875.00	NW Travel & Life Mag	sponsored/boosted post & email		digital	Jul-24		pending
\$ 660.00	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		active
\$ 3,750.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				in progress

\$ 82,610.00 subtotal Digital Advertising

2.4 Video Advertising

\$ 20,500.00

\$ 10,000.00	Video creation and photography						
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				active

\$ 16,900.00 subtotal Video Advertising

2.5 Audio Advertising

\$ 8,500.00

\$ 11,875.00	SE ID Podcasts	apple/spotify/iheartradio etc	open	worldwide	perpetual		
\$ 6,900.00	programmatic audio	spotify/apple/pandora etc		SLC metro	April-May		active

\$ 18,775.00 subtotal Audio Advertising

2.2 Print Advertising

\$ 42,800.00

\$ 1,250.00	RV Idaho 2024	1/2 page full color					
\$ 6,625.00	NW Travel & Life Mag	2/3 & 1/2 pg road trip/yellowstone			Mar and Jul		pending
\$ 3,750.00	Collateral materials	tour guides, activ gd, trdshows, etc					
\$ 5,712.50	2024 Idaho Travel Guide	Full page ad	N/A		annual		

\$ 17,337.50 subtotal Print Advertising

10.2 PR/Social Media

\$ 24,000.00

\$ 5,000.00	Red Sky PR co-op	Targeted Promotion: Wellness					
\$ 10,500.00	Social Media Influencer & content	co-op w Visit Pocatello					

\$ 15,500.00 subtotal PR/Social Media

10.3 Market Research

\$ 9,375.00	AirDNA-Trend Reports	Future Pacing, Mkt Sum, Trav Origin	N/A				
\$ 3,750.00	Herrmann Global	International Trav origin research	VP 50/50				
\$ 13,125.00	subtotal PR/Social Media						
\$ 164,247.50	Total Obligated						
\$ 185,800.00	Total Budget						
\$ 21,552.50	Total Remaining						

Great American West Newsletter is doing a personality profile, and they want information for an interesting person from the western states. The ideas that were suggested were.

- o Outfitters
- o storyteller
- o beekeeper
- o Cowboy poetry person,
- o sharp-shooter-Dana Hillman-Stone.
- o State forest fighter or Forrest ranger.
- o Professional guide.

The deadline for Birgitta to get them the information and picture is this Friday 1/19/2024.

Promote Niches.

- Turkey Hunting is getting huge in SE ID
- Water sports
- Biking
- Motorcycle riding
- Water skiing
- Snowmobiling
- Nordic center-yurts
- Golf courses

Winter issue is featuring

- Cross country skiing
- Wellness promotion

AirDNA

Birgitta presented the council with a report from AirDNA. AirDNA is the company that SE. ID High Country Tourism has contracted to receive Airbnb, VRBO, and other short-term rental data in our region. The report broke out market score, market performance, annual revenue, available listings, and average daily rate per rental and location.

We have been seeing revenue from the areas around Pocatello, Lava Hot springs and Bear Lake. However, in addition it is great to see that there is a large amount of activity throughout the entire region. The three-standout area were American Falls, Preston, and Firth. If anyone is interested in any specific data for your area, just reach out to Birgitta. There is very specific info available down to the individual properties.

Herman Global proposal: 3 countries-international visitors total cost \$6,000.00 Pocatello co-op half and HCT half-\$3,000.00 each.

Other Business

- Debbie Dumont of Soda Springs is working to get the Soda Springs Chamber of Commerce website built and operating.
- Molly Beseris attended the Visit Pocatello Chubbuck board meeting.

Schedule Next Meeting

The next meeting will be held on February 14, 2024 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

Adjourn

Debbie Dumont made a motion to adjourn the meeting, Tyson Koester seconded motion. The motion carried unanimously. The meeting was adjourned at 12:21pm.
Minutes by Bridget Losee