



Southeast Idaho High Country Tourism January 19, 2022 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on January 19, 2022 at the Chuckwagon Restaurant, 211 E. Main Street, Lava Hot Springs, Idaho.

Present

In attendance were officers: President Devanee Morrison, Secretary Bridget Losee Grant Administrator-Treasurer Destiny Egley. Council members: Tish Dahmen, Kristen Jensen, Sherril Tillotson. Guests: Birgitta Bright, Ann Yearsley and Jeff Glissendorf.

Welcome and Introductions

High Country Tourism President Devanee Morrison called the meeting to order at 10:15am and welcomed all in attendance.

Minutes-Bridget Losee

The November 17, 2021, meeting minutes were emailed to council members. Destiny Egley made a motion to approve the November 17, 2021 minutes, Sherril Tillotson seconded the motion. The motion carried unanimously.

Elect and Appoint Officers

2021 Officers

Devanee Morrison-President
Tami Leonhardt-Vice President
Bridget Losee-Secretary
Destiny Egley-Treasurer-Grant Administrator

Sherril Tillotson made a motion to appoint the same officers as in 2021. Tish Dahmen 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			01/18/22
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			
			\$ 26,196.14
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - RFF #1 2021 Grant		\$ 5,046.31
	DEPOSIT - Office Max refund office supplies		\$ 32.43
	DEPOSIT - Membership Dues - City of Preston		\$ 200.00
	DEPOSIT - Membership Dues - City of Downey		\$ 200.00
	DEPOSIT - Membership Dues - Pocatello Chamber		\$ 200.00
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	Total Deposits		\$ 5,678.74
EXPENSES			
	Advertising - Forrest Design Group	\$ 14,182.00	
	Century Link - Telephone & Long Distance	\$ 59.08	
	Website - Homeland Web	\$ 1,035.92	

Postage & Delivery - Fulfillment & Stamps.com fees	\$ 281.34	
Meeting - Chuckwagon October meeting	\$ 25.00	
Ron Gardner - Social Media Management	\$ 800.00	
Certified Folder Display - Annual distribution contract	\$ 7,098.32	
Go West Summit - Registration for Rep. Birgitta Bright	\$ 2,795.00	
Office Max - Office supplies for Admin and fulfillment	\$ 388.76	
Modern Expo Service - MM/UT Travel Expo booth carpet, chairs, power	\$ 166.75	
Morris Murdock Travel Expo - full page ad in directory/program	\$ 900.00	
TOTAL EXPENDITURES	\$ 27,732.17	
BANK ENDING BALANCE		\$ 4,142.71
<u>Account Details As of 1/18/2022</u>		
IRELAND BANK		
E\$SENTIAL CHECKING ACCOUNT		
*****2529		
\$19,432.75		

SOUTHEAST IDAHO HIGH COUNTRY TOURISM GRANT STATUS						
20-V-1 2020 GRANT	Grant 8/1/20 - 12/30/21				Rev. 1/18/2022	
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 3,000.00	\$ 3,000.00	\$ 1,495.81	\$ 530.05	\$ -	\$ 974.14
Advertising-Co-ops-Collateral	\$ 79,689.00	\$ 94,907.99	\$ 63,268.52	\$ 31,639.47	\$ -	\$ -
Fulfillment	\$ 14,800.00	\$ 13,294.22	\$ 12,992.30	\$ 301.92	\$ -	\$ -
Website	\$ 10,600.00	\$ 6,424.87	\$ 5,215.92	\$ 1,208.95	\$ -	\$ -
Fam Tours & Site Visits	\$ 1,000.00	\$ 106.92	\$ 106.92		\$ -	\$ -
Trade and Travel Shows	\$ 11,500.00	\$ 8,255.00	\$ 5,460.00	\$ 2,795.00	\$ -	\$ -
Training Esto & ICORT & Influencer	\$ 5,400.00	\$ -	\$ -		\$ -	\$ -
TOTALS	\$ 125,989.00	\$ 125,989.00	\$ 88,539.47	\$ 36,475.39	\$ -	\$ 974.14
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ 18,807.72					
Balance of Match still needed	\$ (3,057.72)					
*REVERTING \$974.14 from Admin that couldn't be spend in regular grant elements.						
SOCIAL MEDIA REPORT						
Most popular - November 2021						
323 - 11/03 - Iconic Idaho photo album						
295 - 11/26 - Night Lights Parade coming up						

229 - 11/10. - Pebble Creek season passes on sale					
220 - 11/12. - Turkey. Day at Downata Hot Springs					
168 - 11/18 - Nathan Pacheco concert					
Most liked - December 2021					
1,127 - 12/29 - Wx Service report on snowfall amounts in SE Idaho					
897 - 12/15. - Pebble Creek reports 11" of snow - open on 18th and 19th					
832 - 12/30 - Wx Service: more snow coming					
577. - 12/26 - Closures on I-15 and I-84					
516. - 12/28 - Expected snowfall through Thursday the 29th					
457. - 12/26 - Global Wellness Institute on Lava Hot Springs					

2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 9/30/2022				Rev. 1/18/2022
<u>1.8 Administration</u>	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 69%)	Telephone line, insurance, tax filing & office supplies	\$4,000.00	\$85.15	\$3,914.85
<u>2.0 Advertising - FDG</u>	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	\$900.00	\$21,600.00
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$10,000.00		\$10,000.00
2.3 Out of Home Advertising				
Billboards	Annual Billboard Contract and printing	\$8,000.00		\$8,000.00
2.4 Video Advertising				
Video/Digital	Video Creation & photography costs, Wellness video clip creations 4 seasons	\$19,522.00		\$19,522.00
OTT (Over the top TV)	Digital/Streaming OTT	\$8,000.00		\$8,000.00
2.6 Digital Advertising				
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, WELLNESS SEO & Google ads	\$31,800.00		\$31,800.00
Other	KSL.com, Wellness creative content & digital display adv. & retargeting	\$14,805.00		\$14,805.00
10.2 Public Relations	Social media campaigns paid ads	\$1,200.00		\$1,200.00
Influencer Engagement	Social media influencer content & blog	\$8,000.00		\$8,000.00
Content Creation	Social media content creation	\$1,000.00		\$1,000.00
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$124,827.00	\$900.00	\$123,927.00
<u>5.0 Website - Homeland</u>	Description - Vendors	Budget \$	Exp. to date	Balance
5.1 New Website creation	New website re-design including Wellness Campaign landing page	\$12,000.00		\$12,000.00
5.2 Other - Webhosting	webhosting renewals	\$600.00	\$120.80	\$479.20
Domain Name	Annual domain fees	\$150.00		\$150.00
Technical Upgrade	Web upgrades as needed for google analytics/changes	\$3,000.00		\$3,000.00
Maintenance	Web maint., plugins, web updates, newsletters & Wellness newsletter	\$9,500.00	\$624.36	\$8,875.64
	TOTAL BUDGET FOR HOMELAND WEB	\$25,250.00	\$745.16	\$24,504.84
<u>2.2 Print Advertising</u>	Description - Vendors	Budget \$	Exp. to date	Balance
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$9,800.00		\$9,800.00

Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,300.00		\$7,300.00
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$7,100.00	\$6,633.97	\$466.03
<u>2.6 Digital Advertising</u>				
Other-online advertising	Go Travel Sites-Go-ID lead generation & email campaign	\$3,395.00	\$3,395.00	\$0.00
<u>6.0 FAM & Site Visits</u>				
#1 Familiarization Tour	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00		\$1,000.00
#2 Familiarization Tour	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		\$1,000.00
<u>8.0 Trade & Travel Shows</u>				
8.1 Consumer Travel Show				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$166.75	\$5,833.25
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00		\$6,050.00
<u>10.0 Other Allowed Costs</u>				
10.1 Training & Prof. Dev.				
ICORT	Registration, Lodging and per diem	\$1,500.00		\$1,500.00
ESTO	Registration	\$1,500.00		\$1,500.00
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00		\$4,800.00
	GRANT TOTAL	\$203,522.00	\$11,926.03	\$191,595.97
	CASH MATCH OBLIGATION	\$25,440.25	\$0.00	\$25,440.25

Destiny sent out invoices for membership dues. Council members need to follow up with their communities to make sure that the dues get paid.

Tish Dahmen made a motion to approve the financial status report, Sherril Tillotson seconded the motion. The motion carried unanimously.

Travel Shows

The IPAD's that are used at the travel shows need to be updated. Do we want to order a new IPAD, or do we purchase more swag for give aways at the shows? In 2020 we attended 4 travel shows and we received 667 emails. The council decided to purchase a tablet for the travel shows.

Tish Dahmen made a motion to purchase a tablet for the travel shows and other applications to come out of the 2021 grant cycle at a cost of up to \$1,000.00, Sherril Tillotson seconded the motion. The motion carried unanimously.

Destiny Egley will purchase a new tablet for the Travel Shows.

Travel Show Displays- we just ordered an additional display. We have three travel show displays.

- **2022 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
Calgary Show in Canada w/VP	March 19-20	Jeff Glissendorf & Lindsey Glissendorf
Canadian Snowbird Show		

Small Community Brochure Program Co-op requests

- Lava Hot Springs Chamber of Commerce is requesting \$1,000.00 for the 2022 Lava Hot Springs Chamber of Commerce brochure.

Projected Brochure Cost

\$4,250.00 Creative Services
 \$4,000.00 30,000 copies
 \$5,630.00 Distribution-Certified Folder
 Total Cost \$13,880.00
 \$0.46 cost per piece
 Adding the Yellowstone route this year.

Kristen Jensen made a motion to approve the request from the Lava Hot Springs Chamber of Commerce for \$1,000.00, Tish Dahmen seconded the motion. The motion carried unanimously.

Small Community Advertising Program Co-op requests

- Lava Hot Springs Chamber of Commerce is requesting **\$1,500.00** for ad placement in the 2023 Idaho Adventure Guide.
 Projected cost \$6,000.00 Ad placement with Madden Media (August 2022)
 \$1,200.00 Creative Services/ad design/Brandcraft
 Total Cost \$7,200.00

Kristen Jensen made a motion to approve the advertising request from the Lava Hot Springs Chamber of Commerce for \$1,500.00, Destiny Egley seconded the motion. The motion carried unanimously.

Website Report

2021 Compared to 2020

New Users are UP 15%! Google searches are down 6%. There were over 10,000 more visits from Salt Lake City than last year up 73%! The website had about 170,000 visitors in 2021!

Audience Overview

New Users are down 13%. Google searches are down 12%. Most visits came from Idaho and Utah. Most visited pages were Christmas events, fishing, snowmobile and hot springs. 68% of visitors are on smart phones.

Yahoo allowed 96% of our emails through because I changed it to send over several days instead of all at once, so it didn't set off their spam filter. More people received it which caused more to click and unsubscribe.

The most visited pages were for the Nutcracker event in Pocatello, Downata's New Year's Eve party and the Pocatello Old Town light parade.

Jeff Glissendorf reported that his hotel numbers-reservations are up for 2022.

- 2022 hotel reservations are at 82% of occupancy
- 2021 hotel reservations were at 45% of occupancy

Lava Hot Springs has noticed a drop in visitors to the area. The Lava Hot Springs Chamber of Commerce is pushing to promote the shoulder season.

Discussion:

- Star Parties (Star Watchers) for tour bus traffic, excursions etc. The state is

pushing the dark sky reserve for star watching.

- Mountain Mayhem started a new business—river rafting in Pocatello.
- Ag tours were popular.
- Beer Trail tour.
- Tours that include the entire region.
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State Travel Council—Coffee Talks will be held on Thursdays starting January 20th.

Newsletter—Send in Blue gives three options—times to send the newsletter. Ann has checked into the options for sending out the newsletter. 78,000 newsletters were delivered. We currently have the 120,000—silver plan and could send out another email per month.

Advertising Budget Status

Birgitta Bright—Forrest Design Group presented the advertising budget status.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)							
1/19/2022	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
Digital Advertising							
\$ 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	subtotal Digital Advertising						
Video Advertising							
\$ 17,522.00							
\$ 9,522.00	Video creation and photography						
\$ 8,000.00	Digital/OTT Streaming						
\$ 17,522.00	subtotal Video Advertising						
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
\$ 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				

\$ 30,000.00	subtotal Wellness Campaign
\$ 121,511.23	Total Obligated
\$ 127,827.00	Total Budget

Birgitta showed the council the animated logo-for videos. It looks awesome!

Other Business

1. Tish Dahmen attended the ABA conference. She said that the HCT magazine was a great informational piece. Tish will send an email with her report about the show.

Schedule Next Meeting

The next meeting will be held on February 23, 2022 @ 10am at the Chuckwagon Restaurant in Lava Hot Springs.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Kristen Jensen seconded the motion. The meeting was adjourned at 12:16 pm.

Minutes by: Bridget Losee, HCT Secretary