



Southeast Idaho High Country Tourism January 19, 2023 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on January 19, 2023 at the Lava Hot Springs Foundation, 430 E. Main Street, Lava Hot Springs, Idaho.

Welcome and Introductions

President Tami Leonhardt 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, Tyson Koester and Tish Dahmen.

Minutes

The November 16, 2022 meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve the November 16, 2022 meeting minutes, Kristen Jensen seconded the motion. The motion carried unanimously.

Elect and Appoint Officers

2023 Officers

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

Kristen Jensen made a motion to appoint the same officers as in 2022. Tish Dahmen seconded the motion. The motion carried unanimously.

Revision of Bylaws-Action Item

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

- Categories and Dues-amount per entity Stay the same \$200.00 annually.
- Fulfillment Center discussion to waive dues.

Tish Dishman made a motion to approve amending the HCT Bylaws as discussed for future approval, Kristen Jensen seconded the motion. The motion carried unanimously. Discussion with potential action item.

Destiny Egley will amend the Bylaws with the discussed revisions and email out to the council for review.

Financial Status Report-Action Item

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

SOUTHEAST IDAHO HIGH COUNTRY		01/12/23
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>E\$SENTIAL CHECKING ACCOUNT</u>				
<u>*****2529</u>				
<u>\$47,413.88</u>				

Register: IRELAND BANK CHECKING								
From 11/15/2022 through 01/12/2023								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
11/15/2022	DB	Mike's Market	Meeting Meals	November meeting refreshments	16.78	X		17,012.47
11/15/2022	2875	Ron Gardner	Accounts Payable	Social media management 2021 Grant RFF #9	400	X		16,612.47
11/15/2022	2876	Homeland Web	Accounts Payable	October website maint., updates, newsletter and mngmt 2021 Grant RFF #9	2,378.50	X		14,233.97
11/15/2022	2877	Century Link	Accounts Payable	Phone line charges Admin 2021 Grant RFF #9	61.59	X		14,172.38
11/29/2022	DB	USPS- Postmaster	Fulfillment-Direct Mail & Email:Postage	fulfillment pkt sent	7.31	X		14,165.07
12/8/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	postage on account for fulfillment	100	X		14,065.07
12/10/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	monthly service fee	17.99	X		14,047.08
12/14/2022	DB	Ediths Collective Flower shop	Miscellaneous	Flowers for Ann and Family	106	X		13,941.08
12/19/2022		Deposit	GRANT AWARD	Deposit RFF #9 2021 Grant & RFF #1 2022 Grant		X	17,957.08	31,898.16

12/19/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	fulfillment to Canada	1.97	X		31,896.19
12/20/2022	2878	Century Link	Accounts Payable	phone line charges Admin RFF #9 2021 Grant	60.49	X		31,835.70
12/20/2022	2879	Lumen	Accounts Payable	208-776-5155 903B	0.14	X		31,835.56
12/20/2022	2880	Ron Gardner	Accounts Payable	Social media management 2021 Grant RFF #10	400	X		31,435.56
12/20/2022	2881	Forrest Design Group	Accounts Payable		26,027.73	X		5,407.83
12/28/2022	DB	Office Max	Administration:Supplies	Office Supplies for Admin.2021 Grant RFF FINAL	164.58			5,243.25
1/3/2023	2882	Century Link	Accounts Payable	Phone line charges 2021 Grant RFF #10 Admin 69%	61.09			5,182.16
1/5/2023	DB	Office Max	Administration:Supplies	Never recvd. items, refunded and re-order			105.94	5,288.10
1/5/2023	DB	Office Max	Administration:Supplies	Office supplies re-ordered never rcvd 1st order	101.7			5,186.40
1/9/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Monthly service fee	17.99			5,168.41
1/11/2023			GRANT AWARD	Deposit RFF #10 2021 Grant			47,284.38	52,452.79
1/11/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account	100			52,352.79
1/11/2023	2884	Homeland Web	Accounts Payable		8,335.67			44,017.12
1/11/2023	2885	RMI	Accounts Payable	2022/2023 GAW Partnership	685			43,332.12
1/11/2023	2886	Lava Chamber of Commerce	Accounts Payable	Advertising co-op in ID State Adventure Guide 2022 - 2021 Grant RFF FINAL	1,500.00			41,832.12
1/11/2023	2887	Forrest Design Group	Accounts Payable	Dafaty digital programmatic Wellness/Winter campagin 2021 Grant RFF FINAL	10,000.00			31,832.12
1/11/2023	2888	Ron Gardner	Accounts Payable	Social media management 2021 Grant RFF FINAL	400			31,432.12
1/12/2023	2883	Lumen	Accounts Payable	208-776-5155 903B	0.83			31,431.29

2021 & 2022 Grant Status Spreadsheets are on pages 5-6.

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

Travel Shows and Representatives

<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	Molly & Husband 17-19, . Bridget 16-17
Experience Idaho Expo	5/6/2022	Destiny & Kristen
Dallas Travel & Adventure Show	April 1-2, 2033	Molly and husband
<u>INTERNATIONAL SHOWS</u>		
International Roundup-IRU	April 23-26	Tish all 3 days
Calgary Show Canada w/BLCVB-Pocatello co-op?	March 18-19	Tami and Husband Pay for both expenses

Swag-giveaway we are going to use what we have in stock. Tami offered to get more swag if needed. Travel shows giveaways-purchase or donations. We can offer the location giveaways to each community.

Destiny will send an email to the council for giveaway packages options per travel show. We can get donations and purchase items.

Small Community co-op amounts

Small Community Brochure and Advertising programs

Budget \$12,800.00 for both.

The council discussed raising the maximum request amount.

- Brochure program from \$ 1000.00 maximum per request to \$2000.00 maximum per request.
- Advertising program \$1500.00 maximum per request to \$2500.00 maximum per request.

Destiny Egley made a motion to approve the small community brochure maximum per request to \$2000.00 and advertising program maximum per request amount to \$2500.00, Tish Dahmen seconded the motion. The motion carried unanimously.

Small Community Brochure Program co-op requests

- Paris Tabernacle requesting \$1200.00 for a brochure reprint. Total \$3400.00 for the project. Printing, graphic design etc.
- National Oregon Trail Center Brochure-requesting \$2000.00

Destiny made a motion to approve the Paris Tabernacle brochure request of \$1200.00 and the National Oregon Trail Museum request of \$2,000.00, Molly Beseris seconded the motion. The motion carried unanimously.

Small Community Advertising Program co-op requests

- Potato Museum advertising in the Yellowstone National Parks Journal-Tish Dahmen Media campaign \$3390.00, requesting \$2500.00. Social Media component.

Destiny Egley made a motion to approve the Potato Museum advertising request of \$2500.00 Tyson Koester seconded the motion. The motion carried unanimously.

Brochure Distribution Contract

Bear Brochure Distribution Contract.

Tish Dahmen made a motion to approve the annual amount of \$600.00 for the brochure distribution contract in the Pocatello area, Destiny Egley seconded the motion. The motion carried.

Website Report-Ann Yearsley

Unique visits are up 27% from last year. The increase came from "Datafy" which could be spam or ads. Google visits were down 30%. Direct visits were down 9%. Visits from Idaho are down and Utah about the same. The most visited pages were Wellness, Bird Watching and events. Wellness and Birdwatching is probably from ads.

2022 Year Website Statistics are down 19% compared to 2021. 77% of visitors use cell phones. January Newsletter-Gmail allowed 98% of emails using dedicated IP warm Up which gradually delivers email newsletters over 8 days. We had almost 3000 trackable opens this month.

Jeff Glissendorf-google stats are going away and Destiny has tried to contact our ITC representative multiple times to get guidance on what the state is doing in place of google so that we can check into it.

Advertising Budget Status-Birgitta Bright

Birgitta Bright was absent from the meeting.

Other Business

- No other business

Schedule Next Meeting

The next meeting will be held on Thursday February 9, 2023 @ 10am at 78 Main Restaurant in Lava Hot Springs.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Tyson Koester seconded the motion. The meeting ended at 12:06 pm.

Minutes by Bridget Losee

HCT Secretary

2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 12/30/2022				RFF's 1-10	Rev.12/31/2022
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	\$1,332.26	\$2,667.74
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.	\$22,500.00	\$22,500.00	\$22,032.50	\$467.50
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$10,000.00	\$10,000.00		\$10,000.00
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 s	\$19,522.00	\$19,522.00	\$3,800.57	\$15,721.43
OTT (Over the top TV)	Digital/Streamming OTT	\$8,000.00	\$8,000.00	\$8,962.50	-\$962.50
2.6 Digital Advertising					
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, WELLNESS SEO & G	\$31,800.00	\$31,800.00	\$19,287.11	\$12,512.89
Other	KSL.com, Wellness creative content & digital display adv. & retargeti	\$14,805.00	\$14,805.00	\$11,875.00	\$2,930.00
10.2 Public Relations	Social media campaigns paid ads	\$1,200.00	\$1,200.00	\$119.44	\$1,080.56
Influencer Engagement	Social media influencer content & blog	\$8,000.00	\$8,000.00	\$13,564.66	-\$5,564.66
Content Creation	Social media content creation	\$1,000.00	\$1,000.00	\$300.00	\$700.00
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$124,827.00	\$117,452.00	\$80,566.78	\$36,885.22
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	\$12,000.00	\$16,108.75	-\$4,108.75
5.2 Other - Webhosting	webhosting renewals	\$600.00	\$600.00	\$214.55	\$385.45
Domain Name	Annual domain fees	\$150.00	\$150.00	\$84.68	\$65.32
Technical Upgrade	Web upgrades as needed for google analytics/changes	\$3,000.00	\$3,000.00		\$3,000.00
Maintenance	Web maint., plugins, web updates, newsletters & Wellness newsletter	\$9,500.00	\$9,500.00	\$8,716.64	\$783.36
	TOTAL BUDGET FOR HOMELAND WEB	\$25,250.00	\$25,250.00	\$25,124.62	\$125.38
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	\$9,800.00	\$2,290.22	\$7,509.78
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,300.00	\$7,300.00	\$4,879.84	\$2,420.16
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 - UTTravel 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	\$9,494.66	\$8,393.94	\$1,100.72
10.0 Other Allowed Costs					
10.1 Training & Prof. Dev.					
ICORT	Registration, Lodging and and per diem	\$1,500.00	\$1,713.97	\$1,706.17	\$7.80
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	\$4,400.00	\$400.00
	GRANT TOTAL	\$203,522.00	\$203,522.00	\$152,405.20	\$51,116.80
	CASH MATCH OBLIGATION	\$25,440.25		\$14,367.71	\$11,072.54
*Shaded cells are the shifted funds within the elements.					
FINAL RFF Total to date is \$12,433.33 = Admin \$113.56, Adv. \$11,500.00, Fulfillment \$419.77, Social Media \$400 C/M = \$17,464.27					
I am waiting on final items to be submitted as well.					

2022 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2022 thru 9/30/2023			RFF's 1-	Rev.1/11/2023
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$3,000.49		\$3,000.49
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, tra	\$20,000.00		\$20,000.00
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	\$0.00	\$119,700.00
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 se	\$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.& A	\$15,000.00		\$15,000.00
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,000.00		\$7,000.00
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 news	\$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		\$6,000.00
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		\$5,500.00
GRANT TOTAL		\$207,100.49	\$11,451.73	\$195,648.76
CASH MATCH OBLIGATION		\$25,900.00	\$0.00	\$25,900.00