



Southeast Idaho High Country Tourism January 20, 2021 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on January 20, 2021 at the Chuckwagon Restaurant in Lava Hot Springs, Idaho and Zoom Meeting.

Present

In attendance were officers: President Devanee Morrison, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Tami Leonhardt, Kristen Jensen. Zoom Meeting Sherril Tillotson, Dan Lau, Matt Hunter, Jeff Glissendorf, Birgitta Bright, Ann Yearsley and Andrea Rayburn.

Welcome and Introductions

High Country Tourism Council President Devanee Morrison called the meeting to order and welcomed all in attendance.

Minutes

The November 18,2020 meeting minutes were emailed to council members. Tami Leonhardt made a motion to approve the November 18,2020 minutes, Destiny Egley seconded the motion. The motion carried.

Officers Election

Tami Leonhardt made a motion to elect Devanee Morrison as President, Dan Lau as Vice President, Bridget Losee as Secretary and Destiny Egley as Treasurer. Matt Hunter seconded the motion. The motion carried.

2021 Officers:

- President-Devanee Morrison
- Vice President-Dan Lau
- Secretary-Bridget Losee
- Treasurer-Destiny Egley

Financial Report

Grant Administrator-Treasurer Destiny Egley reported the financial status.

SOUTHEAST IDAHO HIGH COUNTRY		01/19/21
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$ 13,291.57
DEPOSITS/REIMBURSEMENTS		
DEPOSIT - RFF #5 2019 Grant		\$ 19,210.55
DEPOSIT - RFF #6 2019 Grant		\$ 7,925.56
DEPOSIT - Membership Dues Lava Chamber of Commerce		\$ 200.00
DEPOSIT - RFF #1 2020 Grant		\$ 10,618.52
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
Total Deposits		\$ 37,954.63
EXPENSES		
Advertising - Forrest Design Group	\$ 13,760.67	
Century Link - Telephone & Long Distance	\$ 111.68	
Website - Homeland Web	\$ 2,136.81	
Postage & Delivery - Fulfillment & Stamps.com fees	\$ 529.88	
Meeting - Chuckwagon monthly meeting	\$ -	
Ron Gardner - Social Media Management	\$ 1,200.00	
Certified Folder Display - Annual contract for brochure distribution	\$ 7,255.24	

12/16/2020	2729	Century Link	Accounts Payable	208-776-5155 903B	54.23			22,823.69
12/16/2020	2730	Ron Gardner	Accounts Payable	November social medial management 2019 Grant RFF #6	400	X		22,423.69
12/16/2020	2731	Forrest Design Group	Accounts Payable	HCT Swag for trade shows, promos and video volunteers 2020 Grant RFF #1 CASH MATCH	3,107.13	X		19,316.56
12/16/2020	2732	Lava Chamber of Commerce	Accounts Payable	Rack cards for the Chamber co-op 2019 Grant RFF #6	1,000.00	X		18,316.56
12/16/2020	2733	Merlin Films LLC	Accounts Payable	Balance due on video shoot for editing/script and production 2019 Grant RFF #6	3,680.00	X		14,636.56
12/29/2020	DB	Morris Murdock Travel	Trade & Travel Shows	2021 MM Virtual show Advertisement 2020 Grant RFF #2	900	X		13,736.56
1/5/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3 oz stamps for fulfillment	34			13,702.56
1/7/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Thank you gift for video 2020 Grant Fulfillment	8.25			13,694.31
1/8/2021			GRANT AWARD	Deposit RFF #6 2019 Grant			7,925.56	21,619.87
1/11/2021	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Monthly service fee 2020 Grant RFF #2	17.99			21,601.88
1/12/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3 oz stamps for fulfillment	51			21,550.88
1/12/2021	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for Fulfillment	100			21,450.88
1/12/2021	2734	Forrest Design Group	Accounts Payable		10,653.54			10,797.34
1/12/2021	2735	Century Link	Accounts Payable	208-776-5155 903B	1.4			10,795.94
1/12/2021	2736	Ron Gardner	Accounts Payable	December Social media management 2019 Grant Final RFF	400			10,395.94
1/12/2021	2737	Homeland Web	Accounts Payable		691.92			9,704.02
1/13/2021		Lava Hot Springs Chamber of Commerce	Accounts receivable				200	9,904.02
1/19/2021			GRANT AWARD	Deposit RFF #1 2020 Grant			10,618.52	20,522.54

19-V-1	2019 GRANT		Grant 8/1/19 -12/30/20			1/19/2021	
	ELEMENTS	AWARDED	AMENDED	RCVD YTD	FINAL RFF	OBLIGATED	AVAILABLE
	Administration	\$2,000.00	\$ 2,000.00	\$ 1,710.75	\$ 25.14		\$ 264.11
	Advertising-Co-ops-Collateral	\$ 101,674.00	\$ 99,000.00	\$ 51,621.70	\$ 2,371.04		\$ 45,007.26
	Fulfillment	\$ 6,500.00	\$ 15,378.00	\$ 14,785.61	\$ 390.83		\$ 201.56
	Website	\$ 12,250.00	\$ 12,000.00	\$ 6,375.09	\$ 335.17		\$ 5,289.74
	Fam Tours & Site Visits	\$ 1,000.00	\$ -	\$ -	\$ -		\$ -
	Trade and Travel Shows	\$ 12,000.00	\$ 8,000.00	\$ 6,258.25	\$ -		\$ 1,741.75
	Training - Esto & ICORT	\$ 1,750.00	\$ 796.00	\$ 796.00	\$ -		\$ -
	TOTALS	\$ 137,174.00	\$ 137,174.00	\$ 81,547.40	\$ 3,122.18	\$ -	\$ 52,504.42
	*Match requirement for year is -	\$ 17,146.75					REVERTING
	YTD Match received for year is -	\$ 18,007.70					FOR 2021 Grant

Balance of Match still needed	\$ (860.70)	THANK YOU PARTNERS WE MET OUR MATCH OBLIGATION!				
20-V-1 2020 GRANT			Grant 8/1/20 - 9/30/21			1/19/2021
ELEMENTS	AWARDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE	
Administration	\$ 3,000.00		\$ 54.83		\$ 2,945.17	
Advertising-Co-ops-Collateral	\$ 79,689.00	\$ 3,395.00	\$ 17,137.50		\$ 59,156.50	
Fulfillment	\$ 14,800.00	\$ 7,000.98			\$ 7,799.02	
Website	\$ 10,600.00	\$ 222.54	\$ 214.75		\$ 10,162.71	
Fam Tours & Site Visits	\$ 1,000.00				\$ 1,000.00	
Trade and Travel Shows	\$ 11,500.00		\$ 1,070.00		\$ 10,430.00	
Training Esto & ICORT & Influencer	\$ 5,400.00				\$ 5,400.00	
TOTALS	\$ 125,989.00	\$ 10,618.52	\$ 18,477.08	\$ -	\$ 96,893.40	
*Match requirement for year is						
-	\$ 15,750.00					
YTD Match received for year is						
-	\$ 4,223.89					
Balance of Match still needed	\$ 11,526.11					
<u>SOCIAL MEDIA REPORT</u>						
Most liked posts - Dec 2020						
326 - 12/08 - notice of Customer Appreciation Day at LHS						
313 - 12/01 - Iconic Idaho photo album						
174 - 12/15 - Caribou-Targhee Nat'l Forest - info on Park 'N Ski program						
154 - 12/21 - 1st day of winter - also night for conjunction of Jupiter and Saturn						
124 - 12/18 - So many places to do and things to do!						

Regional Video production total was \$8,787.00.

Tami Leonhardt made a motion to accept the financial status report as presented. Kristen Jensen seconded the motion. The motion carried.

Small Community Brochure Program Co-op Requests

Small Community Brochure requests will be accepted through March 2021. The brochures will need to be completed by September 2021.

Small Community Advertising Program Co-op Requests

Small Advertising program requests will be accepted through March 2021.

Kristen Jensen asked what amount can be requested from HCT. Destiny Egley replied that it will depend on how many requests are submitted. The maximum amount that can be requested per request is \$1,000.00.

Requests mentioned.

Aberdeen-Kristen Jensen.

Butch Cassidy Museum-Tami Leonhardt.

Lava Hot Springs Chamber-Sherril Tillotson

BRHA (Bear River Heritage Area)-Dan Lau

Kristen made a motion to extend the deadline for Small Community Brochures and Small Advertising Program requests to end of March 2021. Matt Hunter seconded the motion. The motion carried.

Brochure and Advertising requests from 2020 need to be resubmitted if the funds weren't used due to the request amounts could change for 2021.

Website Report

Webmaster Ann Yearsley presented the website statistics by Zoom.

New users are down 13%. Google searches are down 6%. Most visited pages were Christmas events, fishing, snowmobiling and outdoor recreation. Not bad for Covid restrictions. 63% of visitors are on smart phones.

Website sessions

- google hits- down 6%
- LHS referrals-up 82%

- Homeschoolers-up
- Ice fishing is way up
- Snowmobile trails-up
- Preston lights-up
- Fishing-up
- Snowmobiles-down
- Utah and Idaho visitors- down
- Christmas light in Pocatello and Preston-up.

The website was hacked even though it has a firewall. Ann had Go Daddy work to correct the hacking the website. Someone on social media built links to their website that sent visits to their website to build there standing on google. The website is all clean now.

- 5544 Newsletter opens-highest to date. The Newsletters new layout received compliments.
- Events
- Bear Lake Monster Winterfest
 - Lava Hot Springs Fire and Ice Winter Festival

Caribou Loop Trail-The Loop starts in Soda Springs to Afton Wyoming and around to Bear Lake. Ann created a GIS map that shows all the trails on the loop.

Advertising Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)							
1/20/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
International/Canada							
\$ 6,875.00	Herrmann Global	Branded story pkg & pd digital	N/A	1.1 mil+ imp and 5700 leads	spring		
\$ 2,575.00	Miles Media*	Canada West 2020 Spring	ITC INTL		Mar-21		
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	ITC INTL		all year		in progress
\$ 3,750.00	MyYellowstonePark.com	Targeted Leads & road trip promo	N/A		Jan-21		running now
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner	VP Co-op	45k prnt/12k lds	Jan-21	10/1/2020	complete
\$ 812.50	Facebook/instagram	CANADA	n/a	...	all year		
\$ 22,762.50	subtotal Intl/Canada						
National							
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2020	
\$ 10,000.00	Programmatic Digital	all year-multi campaign	n/a		All year		in progress
\$ 5,500.00	Idaho Travel Guide	Full page ad			Jan-21	9/24/2020	complete
\$ 6,150.00	American Road Magazine	2/3 pg ads, 9 mo online itinerary	co-op available	20k/70k unq vis	win/spr/sum/fall		in progress
\$ 22,656.25	subtotal National						

Utah/Idaho							
\$ 6,693.44	Ogden & Tremonton Billboards	2 vinyls each spr/sum and fall/wtr	ID Potato Museum/ Butterfly Haven/IMNH/Downata/BLCVB		annual 13x conbtract		in progress
\$ 3,125.00	Radio Proposal-KSFI	61 sec spots w co-op feb-mar	co-op available	763,500 cume	feb-mar 2021		
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year		
\$ 328.13	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs		Feb-21		?
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad	co-op available		Jan-21		complete
\$ 11,459.07	subtotal Utah/Idaho						
Special Interest-Snowmobiles, Trails, Birding							
\$ 3,135.00	Living Bird/allaboutbirds.org	2 1/3 pg ads + digital	co-op available	...	winter/spring issue		in progress
\$ 3,135.00	Subtotal Special Interest						
\$ 60,012.82	Total						

Other Business

1. "Congratulations" to Kristen Jensen for her Lifetime Achievement Award.
2. ICORT (Idaho Conference on Recreation and Tourism) ITC wants to follow up on the conference. They want to spotlight communities and to continue Coffee Talks. Community Spotlights- March 4, April 23.
 - Potato Museum and Butterfly Haven-Tish Dahmen
 - Regional Video-put the video on the website and YouTube
- 5 Tamil Leonhardt reported that Bear Lakes Lodging was up 23% in December. She has been working with KSL and their numbers are phenomenal.
6. Andrea Rayburn-when working with subcontractors have a written contract in place.

Next Meeting

The next meeting will be held on February 17, 2021 @ 10am at the Lava Hot Springs Foundation's Board Room and Zoom.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Dan Lau seconded the motion. The meeting was adjourned at 10:58am.

Minutes by:
Bridget Losee
HCT Secretary