



Southeast Idaho High Country Tourism January 22, 2020 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday January 22, 2020 at 9:00 am at the Chuckwagon Restaurant in Lava Hot Springs.

Present

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Darlene Downs, Tish Dahmen, Tami Leonhardt, Guests: Birgitta Bright.

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 20, 2019 meeting minutes. After review; Destiny Egley made a motion to approve the minutes, Kathy Ray seconded the motion. The motion carried.

Officers Election

Darlene Downs made a motion to keep the CY2019 officers in place. Tami Leonhardt seconded the motion. The motion carried.

2020 officers;

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

Financial Status Report

Grant Administrator Destiny Egley went over the following financial reports:

SOCIAL MEDIA REPORT

<p>Notes</p> <p>Most liked posts in Nov. 2019</p> <p>1,386 - 11/23 - Bingham Co. Chronicle - LHS great this time of year</p> <p>896 - 11/15 - meme: we live every day, only die once</p> <p>621 - 11/06 - Vets Day - free admission at LHS on vets day</p> <p>547 - 11/02 - meme: daylight savings time / guide to setting clocks</p> <p>533 - 11/24 - Thanksgiving weather/ road conditions</p> <p>461 - 11/02 - Iconic Idaho photo album</p>
<p>Notes</p> <p>Most liked posts/Dec. 2019</p> <p>11,569 - 12/10 - notice of Customer Appreciation Day- LHS</p> <p>955 - 12/01 - Iconic Idaho photos for the month</p> <p>665. - 12/26. - Where to party on NYE</p> <p>543. - 12/11 - Olaf will be at Downata Hot Springs</p> <p>486. - 12/21 - 1st day of Winter.. where will you be?</p> <p>359. - 12/13. - David Archuleta concert coming up</p>

SOUTHEAST IDAHO HIGH COUNTRY			01/21/20
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			\$ 27,307.60
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - RFF #6 2018 Grant		\$ 11,063.94
	DEPOSIT - Flight reimb. for Annie Salt Lava Chamber rep-AZ show		\$ 206.60
	DEPOSIT - Flight reimb. for LaVell Losee w/HCT rep. AZ show		\$ 206.60
	DEPOSIT - 2020 Membership Dues - City of Montpelier & Soda		\$ 400.00
	DEPOSIT - 2020 Membership Dues - Blackfoot City & Blackfoot Chamber		\$ 400.00
	DEPOSIT - 2020 Membership Dues - Pocatello Chamber		\$ 200.00
	DEPOSIT - 2020 Membership Dues - City of Preston		\$ 200.00
	Total Deposits		\$ 12,677.14
EXPENSES			
	Advertising - Forrest Design Group	\$ 24,027.61	
	Century Link - Telephone & Long Distance - 2 months worth	\$ 157.65	
	Website - Homeland Web Nov. - Dec.	\$ 1,316.61	
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 286.98	
	Meeting - Chuckwagon monthly meeting	\$ 20.00	
	Ron Gardner - Social Media Management - 2 months	\$ 800.00	
	Yellowstone Teton Territory - 1/2 cost on double booth registrations	\$ 4,135.00	
	Visit Pocatello - 1/2 costs on Calgary show & Adv. Gearfest show	\$ 3,132.68	
	Harland Clarke - check printing for HCT checks	\$ 36.19	
	Delta Airlines - Flights booked for Bridget and Cameron Snowbird show	\$ 826.40	
	Hotwire & Allianz - down pmt on rental car for Snowbird show	\$ 204.32	
	Office Max - Admin. office supplies - paper, post-its, env. & battery backup	\$ 282.35	
	The Go Travel Sites - new email response program	\$ 1,125.00	
	American Bus Association - 2020 Membership dues	\$ 580.00	
	Onspot Social - Email generation app subscription on Ipad for shows	\$ 70.00	
	Verizon - 3 mo. Prepaid data plan for Ipad for trade shows	\$ 90.00	
	Hilton - Davis Convention Center Lodging for Utah Travel Expo	\$ 245.94	
	Kristen Jensen - per diem reimb. For Utah Travel Expo	\$ 318.40	
	Riverside Hot Springs Inn - Romance package giveaway MM show	\$ 207.69	
	TOTAL EXPENDITURES	\$ 37,862.82	
BANK ENDING BALANCE			\$ 2,121.92
	Account Details As of 1/21/2020		
	IRELAND BANK		
	ESSENTIAL CHECKING ACCOUNT		
	*****2529		
	\$11,977.78		

Register: IRELAND BANK CHECKING					
From 11/14/2019 through 01/21/2020					

Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
11/20/2019	DB	Chuckwagon	Meeting Meals	November meeting	20	X		27,287.60
11/26/2019	2636	Yellowstone Teton Territory-YTT	Accounts Payable	1/2 cost on double booth registration for travel shows co-op w/YTT 2018 Grant RFF #6	4,135.00	X		23,152.60
11/26/2019	2637	Century Link	Accounts Payable	208-776-5155 903B	51.83	X		23,100.77
11/26/2019	2638	Forrest Design Group	Accounts Payable		9,011.36	X		14,089.41
11/26/2019	2639	Visit Pocatello	Accounts Payable	1/2pg co-op ad with VP in Pocatello Chamber Magazine 2019 - 2018 Grant RFF #7	875			13,214.41
12/3/2019	DB	Harland Clarke	Administration:Supplies	Checks for HCT checking acct.	36.19	X		13,178.22
12/3/2019	DB	Delta Airlines	Trade & Travel Shows	Canadian Snowbird Extravaganza co-op w/LHSF & L. Chamber	826.4	X		12,351.82
12/4/2019			GRANT AWARD	Deposit RFF #6 2018 Grant		X	11,063.94	23,415.76
12/4/2019	DB	Hotwire	Trade & Travel Shows	down pmt on rental car for Canadian Snowbird show	168.32	X		23,247.44
12/4/2019	DB	Allianz Global Assistance	Trade & Travel Shows	Canadian Snowbird Extravaganza car rental insurance	36	X		23,211.44
12/10/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	postage on account for fulfillment	100	X		23,111.44
12/10/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee stamps.com	17.99	X		23,093.45
12/10/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3oz stamps for fulfillment pkts	51	X		23,042.45
12/11/2019	DB	Office Max	Administration:Supplies	Office supplies for admin 2018 Grant RFF #7	153.06	X		22,889.39
12/16/2019	DB	Office Max	Administration:Supplies	Office supplies for admin. 2018 Grant	55.1	X		22,834.29
12/17/2019	2640	Century Link	Accounts Payable	208-776-5155 903B	51.83	X		22,782.46
12/17/2019	2641	Century Link	Accounts Payable	208-776-5155 903B	1.57	X		22,780.89
12/17/2019	2642	Ron Gardner	Accounts Payable	Social media management 2018 Grant RFF #7	400	X		22,380.89
12/17/2019	2643	Forrest Design Group	Accounts Payable		8,443.75	X		13,937.14
12/17/2019	2644	Homeland Web	Accounts Payable	November website maint. updates, newsletter etc. 2018 Grant RFF #7	869.44	X		13,067.70
12/17/2019	2645	The Go Travel Sites	Accounts Payable	Email response program w/lead generation Go-Idaho.com 2019 grant RFF #1	1,125.00	X		11,942.70
12/17/2019	2646	Visit Pocatello	Accounts Payable		2,257.68			9,685.02
12/18/2019			Trade & Travel Shows	Deposit Flight reimb. for Annie Salt AZ show		X	206.6	9,891.62
12/30/2019	DB	American Bus Association	Memberships	2020 Membership dues - attending ABA Cash Match 2019 Grant RFF #1	580	X		9,311.62
1/2/2020			Trade & Travel Shows	Deposit flight reimb. LaVell Losee			206.6	9,518.22
1/6/2020	DB	Onspotsocial.com	Trade & Travel Shows	January subscription for ipad email generation 2019 Grant RFF #1	35			9,483.22
1/6/2020	DB	Onspotsocial.com	Trade & Travel Shows	February subscription for ipad emial generation app 2019 Grant RFF #1	35			9,448.22
1/7/2020	DB	Office Max	Administration:Supplies	admin battery backup 2019 Grant RFF #1 Admin	74.19			9,374.03
1/10/2020	DB	Verizon	Trade & Travel Shows	3 mo. prepaid data plan for Ipad for travel shows	90			9,284.03
1/13/2020		City of Montpelier	Accounts receivable				200	9,484.03

1/13/2020		Blackfoot Chamber of Commerce	Accounts receivable			200	9,684.03
1/13/2020		City of Soda Springs	Accounts receivable			200	9,884.03
1/13/2020		Blackfoot City of	Accounts receivable			200	10,084.03
1/13/2020	DB	Hilton	Trade & Travel Shows	UT. Travel Expo logging for Kristen and Tami	245.94		9,838.09
1/15/2020		Pocatello Chamber of Commerce	Accounts receivable			200	10,038.09
1/15/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	postage on acct. for fulfillment 2019 Grant	100		9,938.09
1/21/2020		City of Preston	Accounts receivable			200	10,138.09
1/21/2020	2651-1	Kristen Jensen	Trade & Travel Shows	UT Travel Expo per diem Layton UT	318.4		9,819.69
1/21/2020	2647	Century Link	Accounts Payable	208-776-5155 903B	1.01		9,818.68
1/21/2020	2648	Ron Gardner	Accounts Payable	December social media management 2018 Grant RFF FINAL	400		9,418.68
1/21/2020	2649	Homeland Web	Accounts Payable	December website maint. & updates 2018 Grant RFF FINAL	447.17		8,971.51
1/21/2020	2650	Forrest Design Group	Accounts Payable		6,572.50		2,399.01
1/21/2020	2651	Century Link	Accounts Payable	208-776-5155 903B	51.41		2,347.60
1/21/2020	2652	Riverside Hot Springs Inn	Trade show promo	Giveaway Romance Package - MM show	207.69		2,139.91

19-V-1	2019 GRANT	1/21/2020		Grant 8/1/19 -9/30/20	
ELEMENTS	AWARDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 2,000.00		\$ 87.92		\$ 1,912.08
Advertising-Co-ops-Collateral	\$ 101,674.00		\$ 3,470.00		\$ 98,204.00
Fulfillment	\$ 6,500.00				\$ 6,500.00
Website	\$ 12,250.00		\$ 215.93		\$ 12,034.07
Fam Tours & Site Visits	\$ 1,000.00				\$ 1,000.00
Trade and Travel Shows	\$ 12,000.00		\$ 634.34		\$ 11,365.66
Trainin - Esto & ICORT	\$ 1,750.00				\$ 1,750.00
TOTALS	\$ 137,174.00		\$ 4,408.19		\$ 132,765.81
*Match requirement for year is -	\$ 17,146.75				
YTD Match received for year is -	\$ 580.00				
Match Balance	\$ 16,566.75				

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

Small Community Brochure Program Applications

Budget \$6,000.00

The following communities submitted a brochure program application;

- Greater Lava Hot Springs Chamber of Commerce: requesting \$1,000.00
- South Bannock County Historic Museum: \$1,000.00 #10,000 copies
- BL Paris Idaho Friends United-Visit Historic Idaho #2,000 copies. Requesting \$1,000.00
- Idaho Potato Museum \$1,000.00
- Bear River Heritage: Meet the Shoshone Brochure requesting \$ 3,000.00 #10,000 copies awarded \$1,000.00

- Downata Hot Springs 10,000 copies awarded \$1,000.00

Total requested: \$ 6,000.00

Kathy Ray made a motion to approve \$6,000.00 towards the small community brochure applications, Darlene Down seconded the motion. The motion carried.

Small Community Advertising Program Applications

The Small Community advertising program application were received; Total Budget \$5,000.00

- Yellowstone National Parks \$1,000.00
- Herman Global \$1,000.00
- Soda Springs Fishing Derby Advertising \$ 500.00
- Malad Welsh Festival? (tabled until next meeting)
- Lava Hot Springs Wellness Festival? (tabled until next meeting)

Tami Leonhardt made a motion to approve \$2500.00 for the small community advertising program toward the advertising opportunities listed above, Destiny Egley seconded the motion. The motion carried.

Travel Shows

- Utah Travel Expo-Jan 10-11 Layton, Utah Tami Leonhardt & Pocatello Rep.
- Morris Murdock Travel Show-Jan 23 St George & Jan 25-26 Sandy, UT-Kristen Jensen.
- ABA American Bus Association Jan 26-29 Louisville, Ky Tish Dahmen.
- Utah Sportsman’s Vacation RV February 13-16 Sandy, Ut Reps- Bridget, Tish Dahmen, Tami Leonhardt and Kristen.
- International Sportsman Expo Sandy, UT March 19-22 Destiny, Tish, Kristen and Tami Leonhardt.

International Roundup (IRU)

- Theme: Western Cultural Experience
- Date: April 26-29, 2020
- Location: Casper Wyoming
- Cost: \$650.00 first rep-\$325.00 second rep.
- Co-op: Visit Pocatello
- HCT rep: Becky Smith

Northwest Travel Show? \$600.00 Maybe add to the travel shows for next year.
 “Spotlight on the Northwest” Targets states of Oregon, Idaho, Washington and Montana.

Website Report

No Report. Ann Yearsley was absent from the meeting. The website statistics were emailed to the council. Birding Page on the website updated and asked Ann Yearsley to add all 60 locations at a cost of \$140.00.

Advertising Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2019-2020 (19-v-1)							
1/28/2020	ADVERTISING ITEM	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
International/Canada							

\$ 5,465.63	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads	spring		
\$ 2,575.00	Miles Media	Canada West 2020 Spring	ITC/Vis Poc co-op		Mar-20		
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	Possible ITC VP/Other co-op		all year		
\$ 3,750.00	MyYellowstonePark.com	1/2 pg ad & content Yellowston Jrnl FB, enews, online itinerary/content	ITC/VP Co-op		Jan-20		
\$ 2,500.00	MyYellowstonePark.com	1/2 pg trip planner & leads	ITC/VP Co-op	45k prnt/12k lds	Dec-20		
\$ 812.50	Facebook/instagram	CANADA	n/a	...			
\$ 21,353.13 subtotal Intl/Canada							
National							
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual		
\$ 1,875.00	Go-Idaho travel sites	leads and web presence	n/a		all year		
\$ 5,500.00	Idaho Travel Guide	Full page ad	co-op available		Dec-20	9/1/2020	
\$ 5,970.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary	co-op available	20k/70k unq vis	win/spr/sum		
\$ 14,351.25 subtotal National							
Utah/Idaho							
\$ 4,500.00	Salt Lake City Weekly	City Guide & Best of Utah Full pg ad	co-op available		Mar 2020 & Oct 2020		
\$ 3,125.00	Radio Proposal-KSFI	60 sec spots w co-op jan-feb	co-op available	763,500 cume	jan-feb 2020		
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...			
\$ 328.13	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs				complete
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad	n/a		Jan-20		complete
\$ 9,265.63 subtotal Utah/Idaho							
Special Interest-Snowmobiles, Trails, Birding							

\$ 1,350.00	DirtToys.com	pic of week sponsor 300x250 banner ad	n/a	...	jan-sept 2020		ongoing
\$ 1,125.00	Snowest.com	pic of the week sponsor	n/a		jan-sept 2020		ongoing
\$ 2,708.75	Living Bird/allaboutbirds.org	2 1/2 pg ads + digital	co-op available	...	March spring issue		
\$ 5,183.75	Subtotal Special Interest						
\$ 50,153.75	Total						
\$ 4,520.25	Available						
\$ 54,674.00	Total budget available						

YESCO Billboard Company:

Birgitta Bright brought information and pricing on billboard advertising. She brought a map of locations to have a billboard. The council discussed location and pricing. Yesco is the company that Birgitta contacted for pricing. After discussion the council asked Birgitta to contact some other company to get their pricing. Reagan and Lamar companies were suggested to contact.

Other Business

1. The Women’s Symposium will be held at the Shoshone Bannock Hotel in Fort Hall on April 9, 2020.
2. Buy Idaho at the State Capitol will be held on Jan 30, 2020 .

Next Meeting

The next meeting will be held on February 19, 2020 at Chuckwagon Restaurant in Lava Hot Springs at 9:00am.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Darlene Downs seconded the motion. The meeting was adjourned at am 11:24am.

Minutes by: Bridget Losee-HCT Secretary