



Southeast Idaho High Country Tourism July 15, 2020 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on July 15, 2020 at the Chuckwagon Restaurant in Lava Hot Springs.

Present

In attendance were officers: President Devanee Morrison, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Tami Leonhardt, Kristen Jensen, Dan Lau, Sherril Tillotson. Guest: Birgitta Bright.

Welcome and Introductions

High Country Tourism Council President Devanee Morrison called the meeting to order and welcomed all in attendance. Introduction were made by all members.

Minutes

The June 16, 2020 meeting minutes were emailed to council members. Kristen Jensen made a motion to approve the June 16, 2020 minutes, Dan Lau seconded the motion. The motion carried.

Financial Status Report

Grant Administrator Destiny Egley reported on the financial status;

SOUTHEAST IDAHO HIGH COUNTRY		07/14/20
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$ 22,049.96
DEPOSITS/REIMBURSEMENTS		
DEPOSIT - State Misc. Deposit???		\$ 0.30
DEPOSIT - RFF #4 2019 Grant		\$ 14,754.15
DEPOSIT - Bear Lake CVB co-op		\$ 600.00
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
Total Deposits		\$ 15,354.45
EXPENSES		
Advertising - Forrest Design Group	\$ 3,891.25	
Century Link - Telephone & Long Distance	\$ 55.36	
Website - Homeland Web	\$ 1,571.72	
Postage & Delivery - Fulfillment & Stamps.com fees	\$ 609.54	
Meeting - Chuckwagon monthly meeting	\$ 21.20	
Ron Gardner - Social Media Management	\$ 800.00	
Alpaca Inn - Lodging for videography models	\$ 377.42	
Bear River Heritage Area - Brochure reprint co-ops - 2 jobs	\$ 1,000.00	
Office Max - Office supplies paper, glue sticks and sanitizer	\$ 70.11	
	\$ -	
	\$ -	

7/10/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Monthly service fee	17.99		35,452.01
7/14/2020	2694	Century Link	Accounts Payable	208-776-5155 903B	2.78		35,449.23
7/14/2020	2695	Ron Gardner	Accounts Payable	Social media management 2019 Grant RFF #4	400		35,049.23
7/14/2020	2696	Homeland Web	Accounts Payable	June website management/maintenance, newsletters etc. 2019 Grant RFF #4	1,150.17		33,899.06
7/14/2020	2697	Forrest Design Group	Accounts Payable		3,891.25		30,007.81
7/14/2020	2698	Bear River Assoc. of Gov't	Accounts Payable	BRHA Scenic Loop Tour Itinerary and BRHA 4-fold brochure co-op 2019 Grant RFF #4	1,000.00		29,007.81

19-V-1	2019 GRANT		Grant 8/1/19 -12/30/20			7/14/2020	
ELEMENTS		AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration		\$ 2,000.00	\$ 2,000.00	\$ 513.59	\$ 84.94	\$ 1,188.21	\$ 213.26
Advertising-Co-ops-Collateral		\$ 101,674.00	\$ 59,000.00	\$ 17,345.18	\$ 10,029.94	\$ 20,757.43	\$ 10,867.45
Fulfillment		\$ 6,500.00	\$ 15,424.00	\$ 11,229.88	\$ 1,224.44	\$ 2,800.00	\$ 169.68
Website		\$ 12,250.00	\$ 12,000.00	\$ 3,075.02	\$ 1,571.72	\$ 7,000.00	\$ 353.26
Fam Tours & Site Visits		\$ 1,000.00	\$ -	\$ -	\$ -		\$ -
Trade and Travel Shows		\$ 12,000.00	\$ 8,000.00	\$ 6,258.25	\$ -		\$ 1,741.75
Training - Este & ICORT		\$ 1,750.00	\$ 750.00	\$ -	\$ -		\$ 750.00
TOTALS		\$ 137,174.00	\$ 97,174.00	\$ 38,421.92	\$ 12,911.04	\$ 31,745.64	\$ 14,095.40
*Match requirement for year is -		\$ 17,146.75					
YTD Match received for year is -		\$ 14,727.23					
Balance of Match still needed		\$ 2,419.52					
**Reverting funds of around \$40K which is taken out of the Advertising-Co-ops-Collateral line item and amended total							
**Obligated amounts are the items that I have a good idea on the amount until December, does not include Co-op projects							
with Small Community Advertising and brochures of \$2,500							
SOCIAL MEDIA REPORT							
Most liked Posts for June, 2020							
2,627 - 6/11 - LHS to re-open on June 13th							
1,392 - 6/30 - LHS message about Covid-19 restrictions							
689 - 6/23 - Fireworks shows to be held in SE Idaho							
577 - 6/20. - Minnetonka Cave. Open but with some restrictions							
538. - 6/25 - LHA pools / rock slide / will open again on Saturday							
466 - 6/23. - job ad for museum administrator / So. Bannock Co.							

Dan Lau made a motion to approve the financial report as presented, Kristen Jensen seconded the motion. The motion carried.

Advertising Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2019-2020 (19-v-1)							
7/15/2020	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
International/Canada							
\$ 2,575.00	Miles Media	Canada West 2020 Spring	ITC/Vis Poc co-op		Mar-20		print complete
\$ 3,750.00	MyYellowstonePark.com	1/2 pg ad & content Yellowstone Jrnl FB, enews, online itinerary/content	ITC/VP Co-op		Jan-20		print complete
\$ 2,500.00	MyYellowstonePark.com	1/2 pg trip planner & leads	ITC/VP Co-op	45k prnt/12k lds	Dec-20	10/1/2020	print complete
\$ 5,562.50	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads	spring		in progress
\$ 812.50	Facebook/instagram	CANADA	n/a	...			in progress
\$ 15,200.00	subtotal Intl/Canada						
National							
\$ 1,250.00	Post Register	Day Trip Promo	n/a		June-Jul		in progress
\$ 9,225.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary		20k/70k unq vis	win/spr/sum		complete
\$ 10,475.00	subtotal National						
Utah/Idaho							
\$ 2,250.00	Salt Lake City Weekly	City Guide Full pg ad	co-op available		Mar 2020 & Oct 2020		cancelled
\$ 625.00	Des News/SL Trib Remnant	Jan 2020 Calendar of Events ad	n/a		Jan-20		complete
\$ 816.25	Post Register	101 Things To Do	Bear Lake CVB	763,500 cume	feb-mar 2020		complete
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...			in progress
\$ 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

\$ 5,331.88 subtotal Utah/Idaho							
Special Interest-Snowmobiles, Trails, Birding							
\$ 2,208.75	Living Bird/allaboutbirds.org	1/2 pg ad + digital	BL \$500 co-op	...	March spring issue		complete
\$ 1,250.00	Idaho Roadsider Magazine	1/2 pg ad	n/a	...	2020 issue		complete
\$ 1,875.00	Snowest Ultimate Snowmobile Guide	2-pg spread		...	Jan-20		complete
\$ 400.00	Snow Goer Magazine	2/3 pg ad (\$1562.50 total)		...	Dec-19		complete
\$ 5,733.75	Subtotal Special Interest						
\$ 36,740.63	Total						

7 Data Points to show the impact on travel from the Covid-19 pandemic. (July 13, 2020)

1. Health is the Primary Driver of Recovery.
2. U.S. Road Trip Recovery Stalls.
3. Flight's Recovery Hits Turbulence.
4. More U.S. Travelers Deferring All 2020 Travel
5. Building Confidence Starts with Locals
6. VFR is the First Part of Tourism's Recovery
7. Cautious First Steps in the Summer

SEID Magazine Status

Social Influencers: It is hard to get them to come to locations due to the Covid-19 pandemic and having to travel. This could possibly delay the print of the magazine to CY 2021. Covid-19 has had an impact on the process of the creating the magazine. Tami Leonhardt suggested adding native content for all areas to the magazine.

It was suggested to promoting wide open places and day trips. See Source has a data table of where the visitors are traveling from and where they are going. Birgitta can create a dashboard for individual communities for \$50.00.

Video Production Status

The next video will be of American Falls, Pocatello and Downata. Should the video footage be edited for HCT and Lava Chamber separately or for both. Sherril suggested that we could share the videos from both entities. Videos will focus on wide open spaces while covering outdoor activities, trials, fishing and byways.

Website Report

Webmaster Ann Yearsley emailed out the website status report to the council. Unique Visitors are slightly down from last year. Google sent about 4000 less visitors. Direct visits are down 350. Most popular pages are for camping areas, events, ATV & fishing. Most events are way down. Fire report page was way up. There were over 400 newsletters opens.

Other Business

1. Lava Chamber of Commerce Brochure reprint will be in November 2020. HCT's Small Community Brochure Program awarded the Lava Chamber \$1,000.00 toward the reprint. Destiny Egley will email Sherril Tillotson the Small Community Brochure guidelines.
2. Birgitta has Trail Maps if anyone needs them.
3. Idaho Travel Guide reprint: Co-ops are Lava Hot Springs Chamber of Commerce, Lava Hot Springs Foundation and HCT. The deadline for content is September 11th and print deadline is end of September.
4. 800 line-camping has been the main topic.
5. HCT created customer service training videos through ISU workforce training. The customer service training videos (7) are on You-Tube under the Southeast Idaho Channel and click on customer service videos. Each community-city representative can take this information back to their Chamber of Commerce-city meeting to inform their members of this customer service training opportunity.

Next Meeting

The next meeting will be held on August 19, 2020 at the Chuckwagon Restaurant in Lava Hot Springs.

Adjourn

Kristen Jensen made a motion to adjourn the meeting, Dan Lau seconded the motion. The meeting was adjourned at 10:48 am.

Minutes by: Bridget Losee-HCT Secretary