



Southeast Idaho High Country Tourism June 15, 2022 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on June 15, 2022, at the Chuckwagon Restaurant, 211 E. Main Street, Lava Hot Springs, Idaho.

Welcome and Introductions

President Tami Leonhardt called the meeting to order and welcomed all in attendance. Council members and guest introduced themselves.

Present

Attending was President Tami Leonhardt, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Randy L' Teton, Matt Hunter, Molly Beseris, Sherril Tillotson. Guests: Ann Yearsley and Birgitta Bright.

Elect and Approve Vice President-Action Item

Sherril Tillotson nominated Molly Beseris for Vice President Tami Leonhardt seconded the motion. The motion carried unanimously.

Minutes

The May 18, 2022 meeting minutes were emailed to the council for review. Molly Beseris made a motion to approve the May 18, 2022 meeting minutes, Destiny seconded the motion. The motion carried unanimously.

Neptune Radio-Sponsorships

The Lava Hot Springs Foundation has a new a radio station with Neptune radio. The Foundation is still working out the specifics. The hot pool and the swimming pool facilities will be playing music and having scheduled safety announcements. The Radio station will have sponsorships opportunities. There are three sponsorship levels with the most popular level being # 2. The target audience would be approximately 450,000 visitors per year at the Foundation facilities. Businesses and lodgers can purchase radio spots-sponsorships then Neptune Radio will create the ads for the individuals and businesses. Destiny will email the level options and information out to the memberships.

Update on experience SEID Magazine

Birgitta will have the magazine proof out for approval next week. The advertisement sales will cover the cost of printing the magazine. Birgitta said that the ads are doing pretty good. How many copies do we want to print? The graphic design cost per page is approximately \$100.00.

Matt Hunter made a motion to spend up to \$4,000.00 for the graphic design cost of the SEID Magazine, Destiny Egley seconded the motion. The motion carried unanimously.

Financial Status Report-Action Item

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

Register: IRELAND BANK CHECKING								
From 05/18/2022 through 06/14/2022								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
5/18/2022	DB	Chuckwagon	Meeting Meals	May meeting	30	X		24,916.09
5/19/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	postage on acct for fulfillment	100	X		24,816.09
5/24/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	brochures to IF chamber	32.3	X		24,783.79
5/27/2022	DB	walgreens	Miscellaneous	GC for Devanee - Thank you gift	50	X		24,733.79
6/2/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	stamps for fulfillment	78.4			24,655.39
6/2/2022	DB	Office Max	Administration:Supplies	office supplies 2021 Grant RFF #5 Admin	132			24,523.39
6/6/2022		Visit Pocatello/PCVB	Accounts receivable				2,344.40	26,867.79

6/6/2022	2839	Lumen	Accounts Payable	208-776-5155 903B	56.81		26,810.98
6/6/2022	2840	Forrest Design Group	Accounts Payable	Advertising issuu.com, Billboards, Miles, YNP 2021 Grant RFF #4	17,454.21		9,356.77
6/8/2022	DB	Office Max	Administration:Supplies	Office supplies 2021 Grant RFF #5 Admin	19.47		9,337.30
6/9/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	1 roll of stamps Admin 2021 Grant RFF #5	58		9,279.30
6/10/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99		9,261.31
6/14/2022	2841	Lumen	Accounts Payable	208-776-5155 903B	1.62		9,259.69
6/14/2022	2842	Homeland Web	Accounts Payable	May website maint. and management 2021 Grant RFF #5	1,526.00		7,733.69
6/14/2022	2843	Yellowstone Teton Territory-YTT	Accounts Payable	co-op w/YTT 1/2 booth registration for SLC RV Show 2021 Grant RFF #4	1,621.30		6,112.39
6/14/2022	2844	Ron Gardner	Accounts Payable	Social media management 2021 Grant RFF #5	400		5,712.39

SOUTHEAST IDAHO HIGH COUNTRY						06/14/22
MONTHLY EXPENSE REPORT						
BANK BALANCE FORWARD						\$ 24,946.09
DEPOSITS/REIMBURSEMENTS						
		DEPOSIT - Visit Pocatello Trade show co-ops				\$ 2,344.40
		DEPOSIT -				\$ -
		DEPOSIT -				\$ -
		DEPOSIT -				\$ -
		DEPOSIT -				\$ -
		DEPOSIT -				\$ -
		DEPOSIT -				\$ -
		Total Deposits				\$ 2,344.40
EXPENSES						
		Advertising - Forrest Design Group		\$	17,454.21	
		Century Link - Telephone & Long Distance		\$	58.43	
		Website - Homeland Web		\$	1,526.00	
		Postage & Delivery - Fulfillment, Stamps.com & brochure distribution		\$	286.69	
		Meeting - Chuckwagon monthly meeting		\$	30.00	
		Ron Gardner - Social Media Management		\$	400.00	
		OfficeMax - Office supplies		\$	151.47	
		Walgreens - \$50 GC to Texas Roadhouse for Devanee - Thank you gift		\$	50.00	
		Yellowstone Teton Territory - RV show co-op booth and furnishings		\$	1,621.30	
				\$	-	
				\$	-	
				\$	-	
				\$	-	
		TOTAL EXPENDITURES		\$	21,578.10	
BANK ENDING BALANCE						\$ 5,712.39
<u>Account Details As of 6/14/2022</u>						
IRELAND BANK						
E\$SENTIAL CHECKING ACCOUNT						
*****2529						
\$27,075.42						
Notes - Social Media Report from Ron Gardner						
Popular - May 2022						
2,281 - 05/10 - picture - Star Wars theme - Vader on a Tater						
1,297 - 05/15 - WX service info about Lunar Eclipse						
750 - 05/16 - ready for sumadis? 11 days till LHS olympic pool opening						

	736. - 05/12 - olympic pool getting spruced up for season		
	547 - 05/24 - Going to Yellowstone? article on SE idaho fm VisitUSA		

2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 9/30/2022			RF's 1-4	Rev. 6/14/2022
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 69%)	Telephone line, insurance, tax filing & office supplies	\$4,000.00	\$724.33	\$3,275.67
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.- Wellness Camp	\$22,500.00	\$5,437.50	\$17,062.50
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	\$625.00	\$7,375.00
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	\$16,712.11	\$15,087.89
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	\$22,774.61	\$102,052.39
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	\$3,792.75	\$8,207.25
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	\$2,767.47	\$6,732.53
	TOTAL BUDGET FOR HOMELAND WEB	\$25,250.00	\$6,681.02	\$18,568.98
2.2 Print Advertising	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	\$4,109.28	\$3,190.72
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$7,100.00	\$6,633.97	\$466.03
2.6 Digital Advertising				
Other-online advertising	Go Travel Sites-Go-ID lead generation & email campaign	\$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		\$1,000.00
Familiarization Tour #2	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		\$1,000.00
8.0 Trade & Travel Shows				
8.1 Consumer Travel Show				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$3,846.10	\$2,153.90
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00	\$898.91	\$5,151.09
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				
ICORT	Registration, Lodging and per diem	\$1,500.00	\$600.00	\$900.00
ESTO	Registration	\$1,500.00		\$1,500.00
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00	\$1,600.00	\$3,200.00
	GRANT TOTAL	\$203,522.00	\$51,263.22	\$152,258.78
	CASH MATCH OBLIGATION	\$25,440.25	\$1,925.60	\$23,514.65

Gift Card

Destiny sent a gift card to former council president Devanee Morrison with a thank you for her service with Southeast Idaho High Country Tourism. Devanee said to tell everyone thanks for the gift card.

ICORT

Destiny Egley has been registering council members for (ICORT) the Idaho Conference on Recreation and Tourism. Destiny will make the changes on the reservation for Devanee Morrison to Tami Leonhardt.

Social Media-Ron Gardner

- Posts tourism events.
- Report to council monthly.
- How many posts, reach and dates?
- Council members can reach out to Ron with their events.
- Have Ron share the YouTube videos from the website.

Matt Hunter made a motion to approve the financial status report as presented, Molly Beseris seconded the motion. The motion carried unanimously.

Ireland Bank signature card

President Tami Leonhardt needs to be added to the Ireland Bank signature card. Currently Devanee Morrison, Destiny Egley and Bridget Losee are on the signature card.

Matt Hunter made a motion to add High Country Travel Council President Tami Leonhardt to the signature card at Ireland Bank and remove Devanee Morrison who resigned from the council, Randy L' Teton seconded the motion. The motion carried unanimously.

Advertising-Marketing Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)							
6/15/2022	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				running
\$ 12,500.00	Programmatic Digital	all year-multi campaign					running
\$ 6,250.00	Miles Media	VisitTheUSA Yellowstone Page	VP/YTT				live
\$ 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					ongoing
\$ 38,568.75	subtotal Digital Advertising						
Video Advertising							
\$ 17,522.00							
\$ 9,522.00	Video creation and photography	schedule and itinerary with Merlin Films in process					
\$ 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	complete
\$ 10,000.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc					ongoing
\$ 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			wtr/spr/sum		complete

		promo, video enhancemnt (\$1150/mo gratis)					
\$ 25,255.00	subtotal Print Advertising						
Out of Home Advertising							
\$ 8,000.00							
\$ 6,355.84	Ogden & Tremonton Billboards	2 billboards at Farr West (Ogden) and Tremonton					on hold
\$ 6,355.84	subtotal Out of Home Adv.						
PR/Social Media							
\$ 10,200.00							
\$ 8,000.00	Social Media Influencer	Merrills on the move/Sarah Rohrbach					pending
\$ 6,215.48	Social Media Content	part of above visits					
\$ 14,215.48	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	vetting influencers	co-op available				
\$ 10,000.00	Programmatic Digital ads	pending landing page					
\$ 6,250.00	Video content/clips		co-op available				
\$ 1,875.00	Landing page	building page	co-op available				in progress
\$ 7,500.00	National Wellness mag ad		co-op available				
\$ 30,000.00	subtotal Wellness Campaign						
\$ 131,917.06	Total Obligated						
\$ 127,827.00	Total Budget						
\$ (4,090.06)	Total Remaining						

Billboard advertising- use the billboard advertising budget for other opportunities.

Advertising Opportunities

- NW Travel Magazine Vacation Guide-online articles.
- Neptune Radio.
- Desert News Ad- Mormon Pioneer Circular 100-year anniversary event. Target Pioneer History.

Maple Grove Hot Springs

They have made a lot of improvements to their facility such as.

- yoga classes.

- gourmet organic meals.
- Pool reservations.
- Glamping.
- Yurts.

Birgitta would like to send influencer Sarah Rohrbach to Maple Grove Hot Springs to do an article on the improvements at the Hot Springs. She could target the off season-Fall/Winter.

Wellness Campaign

New Wellness Theme- "Welcome to Wellness"

6-Pillars of Wellness

1. Occupational
2. Physical
3. Emotional
4. Intellectual
5. Spiritual
6. Social

Categories

- Fitness
- Spa-Massage
- Natural mineral hot pools
- Nutrition and other wellness

For each category listing

Name

Description

Address

Contact info.

Birgitta will schedule a Social Media Influencer to write a blog-article once the Wellness directory is up and live.

Website Report

Webmaster Ann Yearsley reported on the website statistics;

Unique Visits are down 24% from last year. Google visits were down 48%. 4400 came visits from Google Ads! Direct visits were down 49%. Much of this is because I switched to the new website and forgot to allow Google to index it Idaho and Utah visits were down 50%. Top pages were Homepage, Events, Pocatello Downs Horse Races and the Portneuf Concert Series. Website visits in 2020 compared to 2022 are down only 9%. 70% of our visitors are on smart phones.

How to Appreciate Southeast Idaho page!

We appreciate our visitors to Southeast Idaho and love to share our amazing mountains and outdoor recreation! Here are some videos with tips to make your vacation fun and safe. New page:

<https://idahohighcountry.org/appreciate-southeast-idaho/>

Other Business

1. Randy L Teton report on the upcoming Fort Hall-Shoshone Bannock Tribe events;

- July 3rd fireworks-treaty day.
- The Shoshone Bannock Indian festival August 11-14, 2022.

2. **The Bear River Massacre** site located by Preston Idaho. If anyone has historical information of the area, Molly Beseris has contact information of the company that oversees the new improvements at the site.

Next Meeting

The next meeting will be held on August 17, 2022 @ 10am at the Chuckwagon Restaurant. The meeting date was changed to August 24, 2022.

Adjourn

Sherril Tillotson made a motion to adjourn, Destiny Egley seconded the motion. The meeting ended at 12:27pm.

Minutes by Bridget Losee-HCT Secretary