



Southeast Idaho High Country Tourism June 16, 2021 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on June 16, 2021 at the Chuckwagon Restaurant 211 E. Main Street in Lava Hot Springs, Idaho.

Present

In attendance were officers: President Devanee Morrison and Secretary Bridget Losee. Council members: Sherril Tillotson and Kathy Ray. Guests: Birgitta Bright, Ann Yearsley and Kiana Spillman.

Welcome and Introductions.

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

Minutes

The May 19, 2021 meeting minutes were emailed to council members. Approval of the May 19, 2021 minutes was tabled until next meeting.

Financial Status Report

Grant Administrator-Treasurer Destiny Egley was absent from the meeting. The financial reports were emailed to council.

SOUTHEAST IDAHO HIGH COUNTRY			06/03/21
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			\$ 26,536.82
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	Total Deposits		\$ -
EXPENSES			
	Advertising - Forrest Design Group	\$ 3,700.00	
	Century Link - Telephone & Long Distance	\$ 1.00	
	Website - Homeland Web	\$ 1,283.63	
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 208.60	
	Meeting - LHSF monthly meeting waters	\$ 3.00	
	Ron Gardner - Social Media Management	\$ 400.00	
	Idaho State University - Brochure co-op	\$ 159.60	
	Office Max - office supplies admin.	\$ 60.39	
		\$ -	
		\$ -	
		\$ -	
		\$ -	

			\$	-	
			\$	-	
			\$	-	
			\$	-	
		TOTAL EXPENDITURES	\$	5,816.22	
BANK ENDING BALANCE					\$ 20,720.60
		<u>Account Details As of 6/3/2021</u>			
		<u>IRELAND BANK</u>			
		<u>E\$SENTIAL CHECKING ACCOUNT</u>			
		<u>*****2529</u>			
		<u>\$26,264.63</u>			

Register: IRELAND BANK CHECKING								
From 05/19/2021 through 06/03/2021								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
5/19/2021	DB	Lava Hot Springs Foundation	Meeting Meals	May meeting waters	3	X		26,533.82
5/20/2021	DB	Office Max	Administration:Supplies	Office supplies envelopes and keypad - Admin. 2020 Grant RFF #4	60.39	X		26,473.43
5/20/2021	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage on account for fulfillment	100	X		26,373.43
5/26/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3 oz stamps for fulfillment	38	X		26,335.43
5/27/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Fulfillment Mags to ID commerce for review	32.6	X		26,302.83
6/2/2021	2764	Lumen	Accounts Payable	208-776-5155 903B	1			26,301.83
6/2/2021	2765	Idaho State University IMNH	Accounts Payable	Brochure co-op in IMNH Rack card 2020 Grant RFF #3	159.6			26,142.23
6/2/2021	2766	Ron Gardner	Accounts Payable	Social Media management May 2020 Grant RFF #4	400			25,742.23
6/2/2021	2767	Homeland Web	Accounts Payable	May website management and newsletter 2020 Grant RFF #4	1,283.63			24,458.60
6/3/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3oz stamps for fulfillment	38			24,420.60
6/3/2021	2763	Forrest Design Group	Accounts Payable		3,700.00			20,720.60

SOUTHEAST IDAHO HIGH COUNTRY TOURISM GRANT STATUS						
20-V-1	2020 GRANT		Grant 8/1/20 - 9/30/21			REV 6/3/2021
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 3,000.00	\$ 3,000.00	\$ 615.43	\$ 60.39		\$ 2,324.18
Advertising-Co-ops-Collateral	\$ 79,689.00	\$87,500.00	\$ 22,831.44	\$ 634.60	\$ 60,945.45	\$ 88.51
Fulfillment	\$ 14,800.00	\$14,800.00	\$ 11,245.00	\$ 329.85		\$ 3,225.15
Website	\$ 10,600.00	\$ 7,689.00	\$ 2,083.46	\$ 622.15		\$ 4,983.39
Fam Tours & Site Visits	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 106.92		\$ 893.08

Trade and Travel Shows	\$ 11,500.00	\$ 7,000.00	\$ 1,070.00			\$ 5,930.00
Training Esto & ICORT & Influencer	\$ 5,400.00	\$ 5,000.00	\$ -			\$ 5,000.00
TOTALS	\$ 125,989.00	\$125,989.00	\$37,845.33	\$ 4,753.91	\$ 60,945.45	\$ 22,444.31
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ 8,045.24					
Balance of Match still needed	\$ 7,704.76					
*Obligated amount includes advertising from budget that needs to be completed and Advertising & Brochure co-ops						
I also amended the funds for the SEID Brochure reprint taking some funds out of the other elements, we are still on track funding wise for everything else.						
SOCIAL MEDIA REPORT						
Top posts May 2021						
484 - 5/25 - hottest pool at LHS opens again. wall rebuild near completion						
464 - 5/05 - welcome LHS horseback adventures						
411 - 5/20 - Olympic pools to open for Preview Weekend						
392 - 5/06 - Fish & Game releasing trout - list of locations						
323 - 5/18 - Shoshone-Bannock Casino entertainment schedule						

SE ID Visitors Guide-Reprint Expenditure Approval

The approval for the reprint on the SE ID Visitors Guide will be emailed to council for a motion, second and vote to approve.

Email:

I (Destiny Egley) would like to get a motion on record for the approval of the reprint of our SEID Visitors Guide brochure. Bid and Design costs total about \$23,453.29. Would someone please make motions to approve this expenditure being we couldn't at this month's meeting. We have budgeted for this but would like to have approval on record.

Kathy Ray made a motion to approve the reprint expenditure of the SE ID Visitors Guide, Matt Hunter seconded the motion. Motion approved by Sherril Tillotson, Randy'L Teton, Destiny Egley and Kristen Jensen. The motion carried.

Website Report

Webmaster Ann Yearsley reported on the website statistics:

Unique visits are up 22% from last year. Google Visits were up 16%. Direct visits were 122%, probably from ads. 1000 more visits from Idaho than Utah. The newsletter had an average 5018 opens. Top pages were events, ATV and fishing. The peak is from the Monster Truck Tour.

Visits in 2019 compared to 2021 before covid are up 11% now that events are back.

Marketing and Advertising Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)							
6/16/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
International/Canada							

\$ 6,875.00	Herrmann Global	Branded story & digital	N/A	1.1 mil+ imp and 5700 leads	spring		in production
\$ 2,575.00	Miles Media*	Canada West Multi-Channel Cmpn	ITC INTL/POKY		Jul-21		scheduled for July
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	ITC INTL/POKY		all year		in progress
\$ 3,750.00	MyYellowstonePark.com	Targeted Leads & road trip promo	N/A		Jan-21		complete
\$ 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	...	June 2021 (as borders open)		
\$ 22,762.50 subtotal Intl/Canada							
National							
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2021	pending
\$ 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							
\$ 7,943.44	Ogden & Tremonton Billboards	2 vinyls each spr/sum and fall/wtr	ID Potato Museum/ Butterfly Haven/IMNH/Downata/BLC VB		annual 13x contract		in progress
\$ 5,218.75	KSL Targeted Digital	Native content, email, display	n/a		May-21		complete
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year		
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad			Jan-21		complete
\$ 14,474.69 subtotal Utah/Idaho							
Special Interest-Snowmobiles, Trails, Birding							
\$ -	Living Bird Magazine	1/2 pg ad	BLCVB	...	Summer	-	pending

\$ -	Subtotal Special Interest
\$ 59,893.44	Total

Other Business

No other business

Next Meeting

The next meeting will be held on August 18, 2021 @ 10am.

Adjourn

The meeting was adjourned at 11.43am.

Minutes by:

Bridget Losee

HCT Secretary