



Southeast Idaho High Country Tourism June 19, 2019 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday June 19, 2019 at 9:00 am, at Shoshone Bannock Hotel 777 Bannock Trail in Fort Hall Idaho.

Present

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Dan Lau, Randy'L Teton, Tish Dahman and Colista Eagle. Guest: Ann Yearsley.

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 May 15, 2019 meeting minutes. After review Destiny Egley made a motion to approve the minutes, Randy'L Teton seconded the motion. The motion carried unanimously.

Financial Status Report

Grant Administrator Destiny Egley went over the following financial reports:

SOUTHEAST IDAHO HIGH COUNTRY		06/18/19
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$ 19,275.29
DEPOSITS/REIMBURSEMENTS		
DEPOSIT -RFF #2 2018 Grant reimbursement		\$ 9,991.53
DEPOSIT - Bear Lake CVB SLC Wkly co-op		\$ 562.50
DEPOSIT - Shoshone Bannock Tribes membership dues		\$ 200.00
DEPOSIT - Downata Hot Springs SLC Wkly co-op		\$ 562.50
DEPOSIT - Blackfoot Inn Hotel check never cleared for prizes		\$ 107.99
DEPOSIT - Mtn. America WIFI charge for RV show never cleared		\$ 165.60
DEPOSIT -		\$ -
Total Deposits		\$11,590.12
EXPENSES		
Advertising - Forrest Design Group	\$ -	
Century Link - Telephone & Long Distance April	\$ 98.87	
Website - Homeland Web	\$1,548.88	
Postage & Delivery - Fulfillment & Stamps.com fees	\$ 431.92	
Meeting - Chuckwagon monthly meeting	\$ -	
Ron Gardner - Social Media Management	\$ 200.00	
Royal Pizzeria - FAM Tour Yellowstone Loop dinner	\$ 94.44	
Chuck Wagon - FAM Tour Yellowstone Loop Breakfast	\$ 75.87	
Alpaca Inn - FAM Tour 6 rooms for Yellowstone Loop lodging	\$ 592.74	
American Bus Association - Membership dues to attend convention	\$ 565.00	
	TOTAL EXPENDITURES	\$3,607.72
BANK ENDING BALANCE		\$ 27,257.69
<u>Account Details As of 6/18/2019</u>		
<u>IRELAND BANK</u>		
<u>E\$SENTIAL CHECKING ACCOUNT</u>		

	*****2529		
	\$29,652.45		

Register: IRELAND BANK CHECKING								
From 05/15/2019 through 06/17/2019								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
5/16/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3 oz stamps for info packets	34	X		19,234.12
5/17/2019			GRANT AWARD	Deposit RFF #2 2018 Grant		X	9,991.53	29,225.65
5/21/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	Postage on account for fulfillment packets	100	X		29,125.65
5/21/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packets sent	5.62	X		29,120.03
5/23/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	1 roll of stamps	55	X		29,065.03
5/23/2019	2584	Royal Hotel & Restaurant	FAM Tours/Site Visits	Yellowstone Loop FAM Tour dinner for 6	94.44	X		28,970.59
5/23/2019	2585	Chuckwagon	FAM Tours/Site Visits	Yellowstone Loop FAM Tour breakfast for 6	75.87	X		28,894.72
5/23/2019	2586	Alpaca Inn	FAM Tours/Site Visits	Yellowstone Loop FAM Tour Lodging for 6	592.74	X		28,301.98
5/28/2019		Bear Lake CVB	Accounts receivable	SLC Wkly city guide co-op		X	562.5	28,864.48
5/28/2019		Shoshone-Bannock Tribes	Accounts receivable	2019 membership dues		X	200	29,064.48
5/29/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Postage on account for fulfillment packets	100	X		28,964.48
5/30/2019		Downata Hot Springs	Accounts receivable	SLC wkly co-op ad		X	562.5	29,526.98
5/31/2019	CH	Blackfoot Inn	Prize Basket Items	Never cleared for prize giveaway package CH#2543 2/5/19		X	107.99	29,634.97
5/31/2019	DB	Mountain America Exposition Center	Trade & Travel Shows	Never cleared for charge of WIFI at Expo center for RV show 1/17/19		X	165.6	29,800.57
6/3/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	2 oz stamps for fulfillment envelopes	28			29,772.57
6/5/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packet sent	2.13			29,770.44
6/10/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Postage on account for fulfillment packets	100			29,670.44
6/17/2019	2587	Century Link	Accounts Payable	208-776-5155 903B	95.9			29,574.54
6/17/2019	2588	Century Link	Accounts Payable	208-776-5155 903B	2.97			29,571.57
6/17/2019	2589	Ron Gardner	Accounts Payable	Social media management for May 2018 Grant RFF #3	200			29,371.57
6/17/2019	2590	Homeland Web	Accounts Payable	May website maint. updates, newsletter ect. 2018 Grant RFF #4	1,548.88			27,822.69
6/17/2019	2591	American Bus Association	Accounts Payable	2019 -20 membership dues	565			27,257.69

18-V-1	2018 GRANT			Grant 8/1/18 -9/30/19		6/18/2019
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 12,000.00	\$ -	\$ 377.23	\$ 47.95	\$ -	\$ 11,574.82

Advertising-Co-ops-Collateral	\$ 75,697.00	\$79,597.00	\$27,240.65	\$3,750.00	\$ -	\$ 48,606.35
Direct Mail & Email Mktg & Fulfillment	\$ 10,000.00	\$ -	\$1,431.90	\$ -	\$ -	\$ 8,568.10
Website	\$ 12,200.00	\$ -	\$4,946.82	\$ -	\$ -	\$ 7,253.18
Fam Tours & Site Visits	\$ 1,500.00	\$ -	\$ 763.05	\$ -	\$ -	\$ 736.95
Sponsorships	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -
Trade and Travel Shows	\$ 12,000.00	\$ -	\$6,332.48	\$ -	\$ -	\$ 5,667.52
Capital Outlay & Software	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -
Training & Professional Development	\$ 1,500.00	\$ 600.00	\$ -	\$ -	\$ 600.00	\$ -
TOTALS	\$ 128,397.00	\$80,197.00	\$41,092.13	\$ 3,797.95	\$ 1,100.00	\$ 2,209.92
*Match requirement for year is -	\$ 16,050.00					
YTD Match received for year is -	\$ 11,901.98					
Match Balance	\$ 4,148.02					
NOTES:	Most liked posts for May, 2019					
	2.8K - 5/07 - Maple Grove Hot Springs and Retreat Center.					
	2K - 5/02 - Smith's Trout Haven family campground					
	1.8K - 5/15 - Bloomington Lake "Dreamy Spot" for getaway.					
	1.3K - 5/06 - time to plan summer vacation.. hot spring tour video					
	507 - 5/16 - PREVIEW WEEKEND! Outdoor Olympic Swimming Complex & Indoor Aquatic Center					
	803 - 4/20 - ? how much fresh water flows in the pools (LHS) each day?					

Advertising Budget Status

High Country Tourism Marketing Plan 2018-2019 (18-v-1)					
4/17/2019	ADVERTISING ITEM	DESCRIPTION	co-op partners	CIRCULATION	RUN DATE
\$ 10,931.25	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads	
\$ 3,750.00	MyYellowstonePark.com	1/2 pg Yellowstone Journal & leads	Visit Idaho Co-op		Mar-19
\$ 2,500.00	MyYellowstonePark.com	1/2 pg Trip Planner & leads	Visit Idaho Co-op		Feb-19
\$ 3,750.00	MyYellowstonePark.com	eblast, banner ads, FB posts		145k/200imp	12-18/1-19
\$ 1,125.00	Salt Lake City Weekly	City Guide Full page ad	Bear Lake/Downata		Mar-19
\$ 5,970.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary	none at this time	20k/70k unq vis	win 2018, spr, sum 2019
\$ 5,000.00	Great American West Consortium	Associated Publication	tbd	tbd	tbd
\$ 3,750.00	Radio Proposal-KSFI	60 sec spots w co-op jan-feb		763,500 cume	11-5-18 to 2-4-19
\$ 2,500.00	photography				

\$ 1,006.25	RV Idaho	1/2 page full color	n/a	...	annual
\$ 1,475.00	Dirt Toys	pic of week sponsor 300x250 banner ad	n/a	...	jan- sept 2019
\$ 905.00	Snowest	pic of the week sponsor	n/a		jan- sept 2019
\$ 2,500.00	Living Bird/allaboutbirds.org	1 print ad and digital	BL \$600 print?	...	
\$ 10,000.00	Hagadone Digital	CANADA/NATL Geofencing digital	Visit Idaho Co-op	gps dependent	
\$ 1,250.00	Facebook/instagram	CANADA, SLC, BOI	n/a	...	
\$ 2,500.00	Calgary Metro	CANADA native ad bundle	n/a	...	
\$ 58,912.50	Total				
\$ 2,484.50	Available				
\$ 61,397.00	Total Budget				

Birgitta Bright was absent from the meeting. Destiny reported that most all of the advertising budget items are completed or close to completion.

Photography Bid

Mimi Payne submitted a bid for photography at total amount of \$4,869.00. The amount earmarked for photography is \$3,000.00. Destiny will contact Mimi to have her bid revised to the amount available.

Andrea Rayburn suggested that we have a signed contract for photography to specify how many pictures at each location and a minimum and maximum of pictures per location.

Destiny will email the revised bid to the council for approval. The subject line of the email will read: Immediate action required with deadline to respond.

Revised photography bid was approved by council email correspondence.

Revised Bid for Photography by Mimi Payne

208-705-9953 mimipaynephotography@gmail.com

First Job- (All in the same day)

Malad and Downey- Welch Festival June 27th, Hot Springs, Covered Wagon

Mileage \$162.00 Photo and Editing \$500.00

Total \$662.00

Second Job- (All in the same day)

Preston Oneida and twin lakes

Mileage \$55.00 Photo and Editing \$500

Total \$548.00

(festival of Lights later in the year. I will plan on going after Thanksgiving. I will do a cheaper deal since it will only be a quick shoot of one spot. If you want more winter photos, we can figure something out and then figure a price on that)

Third Job- (All in the same day)

Soda Springs- Geysers, Hooper Springs, Octagon Springs, Formation Springs

Lava Hot Springs- Olympic Swimming Pool, Tubing Portneuf River, World Famous Hot Springs, Lava Zipline

Mileage \$120.00 Photos and Editing \$550.00

Total \$670.00

(For Octoberfest and Fire & Ice events we will do later when those dates are closer and figure a price on those)

Fourth Job- (All in the same day)

Blackfoot and American Falls- Massacre Rocks American Falls Reservoir, and Idaho Potato Museum

Mileage \$246.00 Photos and Editing \$500.00

Total \$746.00

Fifth Job- (All in the same day)

Fort Hall- Indian Festival or Indian relay races, Kids on horses and Bottom Area, fishing, Museum (Teepee)

Mileage \$120.00 Photos and Editing \$600.00

\$720.00

Sixth Job- (All in the same day)

Bear Lake Valley- Wildlife & Bird refuge, BL Water Sports, ATV Sports, Bloomington Lake, Minnetonka Cave, Paris Cave

Mileage \$58.00 Photos and Editing \$500.00

Total \$558.00

Total \$3,904.00

Swag Items for Travel Shows

Trade Show suggested swag items-budget \$2,000.00 Birgitta will bring swag item pricing and proposal to August 28, 2019 meeting for approval.

- Shoshone donate some swag
- Chapstick
- Pens
- USB chargers
- Cord holder-wrap around
- Luggage tags
- Key Chain in Idaho Shape
- Phone wallet that sticks on back of phone.
- Phone poppets
- Water bottles
- Notebooks
- Pet bowl
- Golf tee
- Koozies for bottles

New Computer Purchase

Destiny's computer needs to be replaced; it is running really slow. It was suggested that she look into a Dell business computer. Destiny will get pricing on a computer with software that she will need such a QuickBooks, etc.

Randy'L Teton made a motion for the purchase of a new computer for the Grant Administrator in the amount of \$1600-\$2000 that includes software. Dan Lau seconded the motion. The motion carried unanimously.

Trail Maps

Trail Maps are printed. Destiny hired two people to help her clean out the storage building and took all of the outdated material to Pocatello to the Western Recycle. They organized the storage space. Destiny asked what would be fair to pay for the help that she hired to help haul the old materials, the council agreed to pay \$20.00 each. She got an inventory of all materials in storage. Here are some items if anyone can use them.

- Lights-Randy 'L Teton will look at them.
- Wave Boards
- Old Luggage tags-burn

Website Report

Unique User visits are down about 5% from last year. Loss in Direct Visits. Google visits are about the same. Many were searching for Pocatello Downs Horse Races, Soda Springs, and Twin Lakes. Top pages are events, fishing and ATV pages. New Firewall blocked more than 5600 attacks in 30 days. Website is running faster. The new firewall blocked a lot of visitors that were wanting to hack the website could be the decrease in visitors. 68% of visitors are on Mobile Devices. Webmaster Ann Yearsley emailed the website stats to membership. Please let her know if you haven't received them.

Landing pages:

1. Pocatello horse racing 2019
2. Soda Springs Idaho
3. Pocatello Downs
4. Twin Lakes Idaho
5. Jeff Foxworthy
6. Pocatello Downs 2019
7. Lava Hot Springs
8. Pocatello Downs horse racing schedule
9. Oneida narrows
10. American Falls Reservoir

Other Business

1. Fort Hall Car Show was last Saturday there were 100 entrees. Randy L told the council of the decisions for the naming of the rooms in the new casino, buffet etc. Chokecherry room. Painted Horse buffet. Cultural Story associated with the new addition of the hotel. Historical pictures in the buffet. Enhancement in the area. Exit off Highway 15 will be improved in the next year. 3 lanes and metal wall. Displays in the hotel furor with show case of bead work.
Phase 3: Strip Mall
Future: Théâtre 3D
2. Twin Lakes is allowing boats on the lake, but they can't have a canopy.
3. Blackfoot has a new Trolley. Tish Dahman will send photos to council. The trolley runs Tuesday-Saturday-3X per day-half hour History Tour @ \$2.50 per person.
4. Caribou Loop-Parks and Recreation is currently working on funding of a bridge, signage and brochure for the loop. The trail will accommodate side by side ATV's.

Schedule next meeting

The next meeting will be held on August 28, 2019. The meeting will be held in Bear Lake. The meeting is scheduled to begin at 9:00am.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Dan Lau seconded the motion. The meeting adjourned at 11:38am.

Minutes by;
Bridget Losee
HCT Secretary