



# Southeast Idaho High Country Tourism June 16, 2020 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on June 16, 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 by telephone, Kristen Jensen, Dan Lau. Guest: Birgitta Bright.

**Welcome and Introductions**

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

**Minutes**

The May 19, 2020 meeting minutes were emailed to council members. Kristen Jensen made a motion to approve the May 19, 2020 minutes, Dan Lau seconded the motion. The motion carried.

**Financial Status Report**

Grant Administrator Destiny Egley emailed the following financial reports:

<b>SOUTHEAST IDAHO HIGH COUNTRY</b>		<b>06/15/20</b>
<b>MONTHLY EXPENSE REPORT</b>		
<b>BANK BALANCE FORWARD</b>		
		<b>\$ 16,797.44</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
	DEPOSIT - RFF #2 2019 Grant	\$ 12,409.58
	DEPOSIT - Visit Pocatello 2020 dues	\$ 200.00
	DEPOSIT - Idaho Museum of Natural History	\$ 200.00
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	<b>Total Deposits</b>	<b>\$ 12,809.58</b>
<b>EXPENSES</b>		
	Advertising - Forrest Design Group	\$ 5,908.20
	Century Link - Telephone & Long Distance	\$ 104.17
	Website - Homeland Web Nov. - Dec.	\$ 432.09
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 509.27
	Meeting - Chuckwagon monthly meeting	\$ -
	Ron Gardner - Social Media Management	\$ 400.00
	Zoom Meeting application monthly fee	\$ 29.98
	Mike Market - Video production supplies	\$ 26.76
	Lava Hot Springs KOA - camp spot for video production models	\$ 103.18
	Office Max - Office supplies	\$ 43.41
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -



6/3/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packet sent	3.28			22,182.94
6/3/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account	100			22,082.94
6/10/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99			22,064.95
6/14/2020	DB	Zoom	Administration	monthly service fee	14.99			22,049.96

19-V-1	2019 GRANT		Grant 8/1/19 -12/30/20			6/15/2020
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 2,000.00	\$ 2,000.00	\$ 513.58	\$ -		\$ 1,486.42
Advertising-Co-ops-Collateral	\$101,674.00	\$ 95,174.00	\$ 17,345.18	\$ 400.00		\$ 77,428.82
Fulfillment	\$ 6,500.00	\$ 13,000.00	\$ 11,229.88	\$ 826.87		\$ 943.25
Website	\$ 12,250.00	\$ 12,250.00	\$ 3,075.02	\$ 400.38		\$ 8,774.60
Fam Tours & Site Visits	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -		\$ 1,000.00
Trade and Travel Shows	\$ 12,000.00	\$ 12,000.00	\$ 6,258.25	\$ -		\$ 5,741.75
Training - Esto & ICORT	\$ 1,750.00	\$ 1,750.00	\$ -	\$ -		\$ 1,750.00
<b>TOTALS</b>	<b>\$137,174.00</b>	<b>\$137,174.00</b>	<b>\$ 38,421.91</b>	<b>\$ 1,627.25</b>		<b>\$ 97,124.84</b>
*Match requirement for year is -	\$ 17,146.75					
YTD Match received for year is -	\$ 12,425.53					
Balance of Match still needed	\$ 4,721.22					

Facebook Social Media Report:

Most liked posts May 2020

- 788 - 5/11 - LHS disk golf maps available
- 559 - 5/07 - LHS pools to open June 13
- 540 - 5/15 - Military fighter jets flyover
- 485 - 5/20 - landscaping at LHS hot pools
- 411 - 5/04 - Palace Theatre sets opening date
- 391 - 5/01 - Iconic Idaho photos for
- 316 - 5/16 - Bridgerland Adventure Park (new destination)

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

**2019 & 2020 Grant update**

The Lava Hot Springs Chamber of Commerce submitted a grant application to (ITC) Idaho Tourism Council branding-targeting wellness. Matt Hunter (ITC Rep), Diane Norton (ITC), Devanee Morrison (HCT),Destiny Egley (HCT),Sherril Tillotson(Lava Chamber), Gail Palen (Lava Chamber) met by Zoom Meeting on June 4, 2020 regarding currently objectives and goals that HCT already promotes the region including Lava which also includes wellness.

The Lava Hot Springs Chamber appointed Sherril Tillotson to representative the Chamber at HCT meetings. The Lava Chamber is interested in co-oping with HCT on video and advertising.

**Advertising Budget Status**

HIGH COUNTRY TOURISM ADVERTISING PLAN 2019-2020 (19-v-1)							
6/16/2020	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 Yellowston 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		revert
\$ 812.50	Facebook/instagram	CANADA	n/a	...			
<b>\$ 15,200.00</b>	<b>subtotal Intl/Canada</b>						
<b>National</b>							
\$ 625.00	Digital-reopening marketing	June-Dec 2020	n/a		Jun-Dec 2020		
\$ 1,250.00	Post Register	Day Trip Promo	n/a		June-Jul		in progress
\$ 5,970.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary		20k/70k unq vis	win/spr/sum		complete
<b>\$ 7,845.00</b>	<b>subtotal National</b>						
<b>Utah/Idaho</b>							
\$ 2,250.00	Salt Lake City Weekly	City Guide Full pg ad	co-op available		Mar 2020 & Oct 2020		printing pending
\$ 812.50	Post Register	101 Things To Do	Bear Lake CVB	763,500 cume	feb-mar 2020		complete
\$ 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
<b>\$ 4,703.13</b>	<b>subtotal Utah/Idaho</b>						
<b>Special Interest-Snowmobiles, Trails, Birding</b>							
\$ 2,708.75	Living Bird/allaboutbirds.org	2 1/2 pg ads + digital	co-op available	...	March spring issue		complete
<b>\$ 2,708.75</b>	<b>Subtotal Special Interest</b>						
<b>\$ 30,456.88</b>	<b>Total</b>						

Advertising opportunities:

"101 Things to do in Idaho" publication. Dan mentioned that HCT should look into advertising in this publication for the upcoming grant year.

**Banner Ad on Websites:**

"What's your favorite Summer Day Trip Destination" (banner ad) voting started on June 26, 2020. You can go to the following websites to vote, you can only vote once per email address;

- Post Register
- Idaho State Journal
- Rexburg Standard Journal
- Teton Valley News
- Jefferson Star
- Challis Messenger
- Bingham County Chronicle
- Preston Citizen
- Montpelier News-Examiner
- Logan Herald Journal
- Tremonton Leaders

**Members need to nominate their communities.**

**7 Data Points to show Covid-19 impact on Travel;**

1. Health is the Primary Driver of Recovery.
2. U.S. recovery starts with Road Trips.
3. U.S. Travelers remain cautious.
4. Building confidence starts with locals.
5. Dining, Shopping and Outdoors are key.
6. Excitement with Younger Travelers
7. Cautious First Steps in the Summer.

**U.S. Travel Sentiment Survey-June 9, 2020 (Covid-19)**

Covid-19 concerns plateaued with 46% U.S. travelers indicating it was "greatly impacting" travel, down from 60% three weeks ago. There continues to be no significant economic fallout of Covid-19 with only 19% citing major concerns about the economy influencing their travel plans. The lowest level since early March.

Factors impacting decisions to travel in the next six months;

1. Covid-19 46% greatly impacted. 7% no impact.
2. Concerns about the economy. 19% greatly impacted. 19% no impact.
3. Transportation costs. 14% greatly impacted. 24% no impact.

**Visitors Magazine**

Birgitta will try to have the ad sales done tentatively by Fall (Labor Day) to publish magazine. There will be one issue that comes out this fall to cover the entire year.

- ads be good for 2020 & 2021.
- Social media influencers in the ads.
- Come out in the fall 2020.
- Sell enough ads to cover the printing cost or we won't be able to move forward with magazine.

**Website Report**

Webmaster Ann Yearsley emailed the website statistics to council.

- Unique Visitors are slightly down from last year. Google sent nearly 1300 less visitors. Direct visits are down 300. Most popular pages are for camping areas. People are trying to get away from the cities. Most events are way down.
- Over 5000 opened! This is a record month. The highest opens we have ever had is 3,800. 305 clicks are also a record.

- In April Ann was asked to only send emails to 5515 people that had previously opened emails. We only had 1,192 opens compared to 5,000 this month when Ann sent to all 63,700 subscribers. Ann thinks we should send to everyone for a few more months until we build a bigger open list. It doesn't cost any more or less. E Newsletter: email database 50,000 emails but only sending out to 5000. We will need to ask Ann why we are only sending to 5000 of the 50,000. We have changed to the company send-in-blue and they are really strict of who we can send the newsletter. January, February and March are the highest months of people planning their travel. Destiny receives 30-35 requests for information packets twice a month from send-in-blue.
- Go Travel Leads (Chris Newton): 91% open rate. February was high. March lowest, April back up. One chart has what type of device the travelers are on. Destiny will email the charts out to council members to view.

### **Other Business**

1. We are almost out of the Hot Springs of the Southwest brochure. The brochure includes Downata Hot Springs, Lava Hot Springs and Riverdale Hot Springs. When we reprint this brochure it was suggested that we add Region 2's Twin Falls hot springs and create a Hot Springs Tour of all the hot springs that are commercial and open to the public for access.

2.

### **Next Meeting**

The next meeting will be held on July 15, 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 10:57am.

Minutes by: Bridget Losee-HCT Secretary