



Southeast Idaho High Country Tourism March 16, 2022 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on March 16, 2022 at the Chuckwagon Restaurant, 211 E. Main Street, Lava Hot Springs, Idaho.

Present

In attendance were officers: President Devanee Morrison, Vice President Tami Leonhardt Secretary Bridget Losee Grant Administrator-Treasurer Destiny Egley. Council members: Kristen Jensen, Molly Beseris Guests: Jeff Glissendorf, Ann Yearsley and Birgitta Bright.

Welcome and Introductions

High Country Tourism President Devanee Morrison called the meeting to order at 10:16 am and welcomed all in attendance.

Minutes-Bridget Losee

The February 23, 2022 meeting minutes were emailed to council members. Tami Leonhardt made a motion to approve the February 23, 2022 minutes, Kristen Jensen seconded the motion. The motion carried unanimously.

Financial Status Report-Destiny Egley

Grant Administrator-Treasurer Destiny Egley presented the following financial reports.

SOUTHEAST IDAHO HIGH COUNTRY			03/15/22
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			\$ 3,952.08
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - Final RFF for 2020 Grant		\$ 36,410.54
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	Total Deposits		\$ 36,410.54
EXPENSES			
	Advertising - Forrest Design Group	\$ 14,332.56	
	Century Link - Telephone & Long Distance	\$ 57.98	
	Website - Homeland Web	\$ 1,087.05	
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 204.34	
	Meeting - Chuckwagon monthly meeting	\$ 26.16	
	Ron Gardner - Social Media Management	\$ 800.00	
	Kristen Jensen - travel reimbursement for RV Show	\$ 428.76	
	onspotsocial.com - email app for trade shows	\$ 35.00	
	Christopher Olsen CPA 2020 Grant Taxes	\$ 225.00	
	Information Technology Now - Computer software maint. Services	\$ 135.00	
	Birgitta Bright - travel reimbursement for Go West Int. show	\$ 1,797.82	
	Fairfield Inn - St George lodging for MM Show	\$ 267.32	
		\$ -	

		TOTAL EXPENDITURES	\$ 19,396.99	
BANK ENDING BALANCE				\$ 20,965.63
	<u>Account Details As of 3/15/2022</u>			
	IRELAND BANK			
	E\$SENTIAL CHECKING ACCOUNT			
	*****2529			
	\$23,674.15			
	Notes - Social Media Report from Ron Gardner			
	Most liked - Feb '22			
	961 - 02/05 - Getting wild - photos from Fire & Ice Festival			
	565 - 02/02 - No food or drink / lava hot springs pools			
	504 - 02/05 - list of day's events / fire & ice			
	422 - 02/21 - Pebble Creek will close on Mon & Tue in March			
	400 - 02/23 - weather warning - bundle up - wind chills below zero			

2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 9/30/2022				Rev. 3/15/2022
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 69%)	Telephone line, insurance, tax filing & office supplies	\$4,000.00	\$372.70	\$3,627.30
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	\$900.00	\$21,600.00
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		\$8,000.00
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		\$31,800.00
Other	KSL.com, Wellness creative content & digital display adv. & retargeting	\$14,805.00		\$14,805.00
10.2 Public Relations				
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	\$900.00	\$123,927.00
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		\$12,000.00
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	\$1,711.41	\$7,788.59
	TOTAL BUDGET FOR HOMELAND WEB	\$25,250.00	\$1,832.21	\$23,417.79
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	\$448.56	\$6,851.44
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	\$2,823.94	\$3,176.06
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00	\$1,797.82	\$4,252.18
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				
ICORT	Registration, Lodging and per diem	\$1,500.00		\$1,500.00
ESTO	Registration	\$1,500.00		\$1,500.00
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00	\$800.00	\$4,000.00
	GRANT TOTAL	\$203,522.00	\$19,004.20	\$184,517.80
	CASH MATCH OBLIGATION	\$25,440.25	\$0.00	\$25,440.25

Tami Leonhardt made a motion to approve the financial status report, Molly seconded the motion. The motion carried.

2022 Pre-Liminary Grant Proposal

2022 Grant pre-liminary proposal= \$290,000.00 deadline to submit proposal is April 1, 2022.

Digital Advertising-Radio, print, social media, fam trips, billboards and video.

- Miles Media
- Red sky publications
- Brand USA
- Pandora Ads
- Promotional campaigns-web pages
- Translation services
- Visitors Guide reprint
- Fam trip-booth

Possible Travel Shows for next grant cycle.

- Great American West Roundup in Boise.
- Go West Summit-Anchorage Alaska February 27-March 2, 2023.

Molly Beseris-How involved are we will the Bear River Massacre sitew by Preston? New website will have more in depth information. They are building an amphitheater. We can advertise the point of interest. They are creating bus tour from 1-15 to the site.

Tik Tok advertising. Molly mentioned that she goes to tik Tok for travel plans. Tik Tok users age ranges up to 36 years. You can have 30 second videos on Tik Tok. All Channels for different markets. Children let parents know of what to do at each location from Tik Tok.

Travel Shows and International Travel Shows

The video for the travel shows needs to be updated. It was suggested that we rent a table at shows and not have to haul the table to shows. Also preorder WIFI for the travel shows.

<u>CONSUMER TRAVEL SHOW</u>	<u>DATES</u>	<u>Attendees and Co-ops</u>
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Utah Travel Expo/Morris Murdock	Jan.26 & Jan. 28-29	Kristen - St. George, Tami & Kristen - Sandy
SLC RV Show w/YTT	February 17 - 20	Tami, Kristen, Lucinda
SLC Sportsman's Expo	March 17-20	Destiny, Birgitta
<u>INTERNATIONAL SHOWS</u>		
American Bus Association	January 8 - 11	Tish Dahmen - Grapevine TX
Go West	February 14-18	Birgitta Bright
Calgary Show in Canada w/VP	March 19-20	Jeff Glissendorf & Lindsey Glissendorf
Canadian Snowbird Show		

Jeff and Lindsey Glissendorf will be leaving for the Calgary Show tomorrow (3/17/2022). HCT is Partnering with Visit Pocatello at this show. This is the last travel show scheduled for this grant cycle. He has enough brochures to take the show but needs Trail Maps.

Website Report

Unique visits are down about 15% from last year after subtracting the spam bot traffic for 2021. Google visits were down. Direct visits were down. Most searches were for Events, Reunions, Hot Springs and Recreation.

Newsletter opens were down from the usual 5000 but untraceable clicks were way up to 6660. 2021-1069 hits from spam bot traffic Bot. live. 60% of our visitors are on smart phones. Newsletter: possibly feature a community each month for their events and have the community submit the article for their month.

Group lodging was the 2nd highest search on our website. RVIdaho.org has listings for private and public with verbo and Airbnb. Trip advisor is the least used website. When you use Expedia, you normally get a downgraded room. Motels push to have customers book directly with them and not go through Expedia, etc.

Idaho Events calendar: no longer available.

New Website: Go live mid-April-soft release.

Blog posts click to the blog from our newsletter then you can Post blog on Facebook.

Six Dimensions of Wellness Model-Wellness Categories.

- Occupational
- Physical
- Social
- Emotional
- Spiritual
- intellectual

Advertising Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)							
3/16/2022	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 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
\$ 32,318.75	subtotal Digital Advertising						
Video Advertising							
\$ 17,522.00							
\$ 9,522.00	Video creation and photography						
\$ 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	
\$ 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 promo, video			wtr/spr/sum		ongoing

		enhancemnt (\$1150/mo gratis)					
\$ 25,255.00	subtotal Print Advertising						
Out of Home Advertising							
\$ 8,000.00							
\$ 6,215.48	Ogden & Tremonton Billboards						ongoing
\$ 6,215.48	subtotal Out of Home Adv.						
PR/Social Media							
\$ 10,200.00							
\$ 8,000.00	Social Media Influencer	4 influencers vetted, dates tbd					pending
\$ 2,200.00	Social Media Content						
\$ 10,200.00	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 directory	co-op available				in progress
\$ 7,500.00	National Wellness mag ad		co-op available				
\$ 30,000.00	subtotal Wellness Campaign						
\$ 121,511.23	Total Obligated						
\$ 127,827.00	Total Budget						
\$ 6,315.77	Total Remaining						

Birgitta Bright and Kristen Jensen attended the Idaho Department of Commerce meeting that was held in Idaho Falls. Birgitta will email a report of information from the meeting to the council.

Other Business

1. Pocatello Airport is down to one flight from 4 flights.
2. Electric Cars
 - o Feds are doing tons of advertising promoting electric cars.
 - o Signage in Idaho for electric car?
3. I-15 Highway construction projects CY 2022
 - July 6, 2022 I-15 will be shut down north of Chubbuck & the Flying Y in Pocatello could take up to 3 years to complete. Chubbuck Road will be closed.
 - Widening I-15 from Pocatello to Idaho Falls (3-year project).
 - Highway Projects will be Davis Bacon wages which will affect private businesses.
4. Outdoor Recreation-you need to schedule visits to national parks. Zions and Yosemite Parks are doing timed entries.
5. Star card deadline is May 3, 2023.
6. Bannock County Wellness Campaign rebranding: Commissioner Jeff Hough is the contact for the Wellness Campaign.

Schedule Next Meeting

The next meeting will be held on April 20, 2022 @ 10am at the Chuckwagon Restaurant in Lava Hot Springs.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Tami Leonhardt seconded the motion. The meeting was adjourned at 12:39pm.

Minutes by: Bridget Losee, HCT Secretary