



			<b>TOTAL EXPENDITURES</b>	<b>\$ 3,204.99</b>	
		<b>BANK ENDING BALANCE</b>			<b>\$ 13,454.25</b>
		<u>Account Details As of 3/16/2021</u>			
		<u>IRELAND BANK</u>			
		<u>E\$SENTIAL CHECKING ACCOUNT</u>			
		<u>*****2529</u>			
		<u>\$15,986.12</u>			
		<b>NOTE - 2019 GRANT REVERTED \$52,522.15 for the 2021 GRANT</b>			

Register: IRELAND BANK CHECKING								
From 02/17/2021 through 03/16/2021								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
2/17/2021	DB	Mike's Market	Meeting Meals	February meeting	8.71	X		13,550.53
2/18/2021	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment	100	X		13,450.53
2/18/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3oz stamps for fulfillment	95	X		13,355.53
2/23/2021		Malad City Oneida County	Accounts receivable			X	200	13,555.53
2/23/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Postage for fulfillment and taxes	4.68	X		13,550.85
2/24/2021	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage on account for fulfillment	100	X		13,450.85
2/24/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Stamps for fulfillment	79.82	X		13,371.03
3/1/2021	2744	Lumen	Accounts Payable	208-776-5155 903B	54.83			13,316.20
3/1/2021	2745	Christopher Olsen C.P.A.	Accounts Payable	2019 Grant year taxes filed Admin - 2020 Grant RFF #2	210			13,106.20
3/2/2021		City of Lava Hot Springs	Accounts receivable				200	13,306.20
3/2/2021	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	stamps for fulfillment	60			13,246.20
3/6/2021	DB	Cobblestone Inn & Suites	FAM Tours/Site Visits	Owner Western Pleasure Tours Fam trip for buses	106.92			13,139.28
3/10/2021		Butterfly Haven	Accounts receivable				1,250.00	14,389.28
3/10/2021		Bear Lake CVB	Accounts receivable				1,250.00	15,639.28
3/10/2021		Visit Pocatello/PCVB	Accounts receivable				200	15,839.28
3/10/2021	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee fulfillment stamps.com	17.99			15,821.29
3/15/2021	2746	Lumen	Accounts Payable	208-776-5155 903B	0.96			15,820.33
3/15/2021	2747	Ron Gardner	Accounts Payable	Social Media Management 2020 Grant RFF #3	400			15,420.33
3/15/2021	2748	Forrest Design Group	Accounts Payable	NPT yellowstone campaign December 2020 Grant RFF #3	625			14,795.33
3/15/2021	2749	Homeland Web	Accounts Payable	February website maint., management and newsletter 2020 Grant RFF #3	616.08			14,179.25
3/15/2021	2750	Forrest Design Group	Accounts Payable	March billboard costs 2020 Grant RFF #3	625			13,554.25

3/16/2021	DB	Stamps.com	Fulfillment- Direct Mail & Email:USPS & Stamps.com	Postage on account for fulfillment	100		13,454.25
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19-V-1	2019 GRANT		Grant 8/1/19 -12/30/20			2/16/2021
ELEMENTS	AWARDED	AMENDED	RCVD YTD	FINAL RFF	OBLIGATED	AVAILABLE
Administration	\$ 2,000.00	\$ 2,000.00	\$ 1,718.16	\$ -		\$ 281.84
Advertising-Co-ops-Collateral	\$ 101,674.00	\$ 99,000.00	\$ 53,992.74	\$ -		\$ 45,007.26
Fulfillment	\$ 6,500.00	\$ 15,378.00	\$ 15,176.44	\$ -		\$ 201.56
Website	\$ 12,250.00	\$ 12,000.00	\$ 6,710.26	\$ -		\$ 5,289.74
Fam Tours & Site Visits	\$ 1,000.00	\$ -	\$ -	\$ -		\$ -
Trade and Travel Shows	\$ 12,000.00	\$ 8,000.00	\$ 6,258.25	\$ -		\$ 1,741.75
Training - Este & ICORT	\$ 1,750.00	\$ 796.00	\$ 796.00	\$ -		\$ -
<b>TOTALS</b>	<b>\$ 137,174.00</b>	<b>\$ 137,174.00</b>	<b>\$ 84,651.85</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 52,522.15</b>
*Match requirement for year is -	\$ 17,146.75					<b>REVERTING</b>
YTD Match received for year is -	\$ 18,007.70		<b>GRANT IS NOW CLOSED</b>			<b>FOR 2021 Grant</b>
<b>Balance of Match still needed</b>	<b>\$ (860.70)</b>					

20-V-1	2020 GRANT		Grant 8/1/20 - 9/30/21			2/16/2021
ELEMENTS	AWARDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE	
Administration	\$ 3,000.00		\$ 109.66		\$ 2,890.34	
Advertising-Co-ops-Collateral	\$ 79,689.00	\$ 3,395.00	\$ 15,989.42		\$ 60,304.58	
Fulfillment	\$ 14,800.00	\$ 7,000.98	\$ 264.74		\$ 7,534.28	
Website	\$ 10,600.00	\$ 222.54	\$ 508.25		\$ 9,869.21	
Fam Tours & Site Visits	\$ 1,000.00				\$ 1,000.00	
Trade and Travel Shows	\$ 11,500.00		\$ 1,070.00		\$ 10,430.00	
Training Esto & ICORT & Influencer	\$ 5,400.00				\$ 5,400.00	
<b>TOTALS</b>	<b>\$ 125,989.00</b>	<b>\$ 10,618.52</b>	<b>\$ 17,942.07</b>		<b>\$ 97,428.41</b>	
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ 4,223.89					
<b>Balance of Match still needed</b>	<b>\$ 11,526.11</b>					
<b>SOCIAL MEDIA REPORT</b>						
Top Posts for January 2021						
495 - 1/01 - Iconic Idaho photo album						
380 - 1/25 - coming up: fire & ice winterfest						
319 - 1/27 - photos from bear lake winterfest						
240 - 1/02 - look what a season pass gets ya at Pebble Creek						
268 - 1/28 - coming up: fire & ice and sched. of events						

Matt Hunter made a motion to approve the financial report as presented, Darlene Downs seconded the motion. The motion carried.

**Proposed 2021 Grant Budget:**

Grant Administrator Destiny Egley emailed the proposed 2021 HCT Grant Budget application to all council members. The application is due in April. She asked the council for any suggested changes. It was suggested that we add the reverted amount from 2020 Grant to the 2021 Grant.

Sherril Tillotson notified the council that the Lava Hot Springs Chamber of Commerce is submitting a 2021 Grant request of \$20,000.00 for a wellness campaign to promote the four seasons, emphasizing hot water, clean air, open space, digital and print campaigns. Chamber has expanded the Greater Lava Hot Springs area to Downata, Swan Lake, Harkness, etc.

The council discussed a regional Wellness campaign with HCT and Lava Chamber. Then promote a different campaign per year.

Schedule: Phone conference call to discuss the regional wellness campaign with Devanee Morrison, Birgitta Bright, Destiny Egley, Matt Hunter, Jeff Glissendorf and Sherril Tillotson.

**Small Community Brochure and Advertising Programs Co-op Requests-Discussion of funding Limitations**

- Brochure Program Budget \$5,000.00
- Advertising Program Budget \$5,000.00

**Brochure Requests:**

1. Bear Lake-Montpelier requesting \$1,000.00 2270 total request brochure.
2. Idaho Museum of Natural History-Rack Card #4000 Request-\$159.60
3. Lava Hot Springs Chamber of Commerce 2021 Brochure #35,000 copies and distribution. requesting \$1000.00

**Requests total \$2,159.60**

Matt Hunter made a motion to award the above brochure requests amounts, Tami Leonhardt seconded the motion. Sherril Tillotson opposed the motion. The motion carried.

**Advertising Program Requests:**

- Malad Welsh Festival-requesting \$1,000.00
- Lava Hot Springs Chamber- requesting \$2,000.00 marketing total \$4,400.00 marketing total \$4440. Independent articles blog digitally.

Total \$3,000.00

Sherril Tillotson made a motion to approve the advertising request amounts listed above for the advertising program. Tami Leonhardt seconded the motion. The motion carried.

Adjust grant line item-Advertising Program to \$7,500.00 with each request limit of \$1,500 max.

The council discussed what amount limit to set per advertising request.

Sherril Tillotson made a motion to set a limit of \$1,500.00 maximum per request and add clear instruction on the advertising application that goes out to members pertaining to requests, Destiny Egley seconded the motion. The motion carried.

**Social Media Posts-Instagram and Facebook**

Ron Gardner does the social media post for HCT. He has been posting events and activities of each community from their websites. What do we want him to do.

- Family Reunions
- Regional business information
- Group vacation rentals- link to our website
- Restaurant choices in SE ID
- Plan your trip
- Recreational activities

Council members need to get information to Ron on what they would like him to post. He could then put together posts from each community and activities to add into the calendar. In the past he has tried to avoid specific restaurants, hotels and centered on events. It is nice to have fresh materials each day.

You can check out Visitsouthernidaho to see the blogs by blogger-Sarah and her husband-drone photographer.

Website Blog: Hire writer(s) to post blogs on our website.

Suggested topics to blog:

- top ten things to do in individual communities.
- new Businesses

- events-activities
- social media posts
- influencers content
- target community features and actual happenings
- direct people to website for events

### **HCT Magazine Status**

We are so close to completion of the magazine. Closing out-Deadline this Friday. The magazine will go to press next week. It should take approximately nine days to print. If there is anything that you feel is missing please let Birgitta know. There is a blank page for this information.

Birgitta will send out a final proof of the magazine to council for approval.

Suggestions to add in magazine;

- Lava Go Carts
- Historic Buildings
- Country Store
- Osmond Homestead

### **Website Report**

Unique Visits are up 37% from last year but 15% were from spam bots. There is no way to stop them. So real visits are up about 22%. Google visits were up 43%. Direct visits were way up maybe from Ads. Popular pages - Recreation, Snowmobiling and Hot Springs.

Website Blog section-Identify-hire three different writers to post on the website. Five to seven blogs per writer per week. Ron Gardner can then link the blog to social media posts.

Webmaster Ann Yearsley mentioned that the Website could use a facelift so we need to add funding into the 2021 grant for website. Ann Yearsley will give us a quote for the update to the website.

### **Advertising Budget Status**

<b>HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)</b>							
<b>3/17/2021</b>	<b>HCT</b>	<b>DESCRIPTION</b>	<b>CO-OP</b>	<b>CIRCULATION</b>	<b>RUN DATE</b>	<b>ART DUE</b>	<b>STATUS</b>
<b>International/Canada</b>							
\$ 6,875.00	Herrmann Global	Branded story pkg & pd digital	N/A	1.1 mil+ imp and 5700 leads	spring		
	<b>Miles Media*</b>	<b>Canada West 2020 Spring</b>	<b>ITC INTL</b>	-	<b>Mar-21</b>	-	-
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	ITC INTL		all year		in progress
\$ 3,750.00	MyYellowstonePark.com	Targeted Leads & road trip promo	N/A		Jan-21		running now
\$ 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	...	all year		
<b>\$ 20,187.50</b>	<b>subtotal Intl/Canada</b>						
<b>National</b>							

\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2021	
\$ 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	<b>subtotal National</b>						
<b>Utah/Idaho</b>							
\$ 7,943.44	Ogden & Tremonton Billboards	2 vinyls each spr/sum and fall/wtr	ID Potato Museum/ Butterfly Haven/IMNH/Downata/BLCVB		annual 13x contract		in progress
\$ 7,031.25	KSL Targeted Digital						
	Radio Proposal-KSEI	61 sec spots w co-op feb-mar	-	763,500 cume	feb-mar 2021	-	-
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year		
	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs	-	Feb-21	-	?
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad			Jan-21		complete
\$ 16,287.19	<b>subtotal Utah/Idaho</b>						
<b>Special Interest-Snowmobiles, Trails, Birding</b>							
\$ 1,798.81	Living Bird/allaboutbirds.org	2 1/3 pg ads + digital	BLCVB	...	Summer		in progress
\$ 1,798.81	<b>Subtotal Special Interest</b>						
\$ 60,929.75	<b>Total</b>						

### Other Business

1. Trade Shows- Jeff Glissendorf and Destiny Egley have spoken about different options for trade shows. Trade Show options: Northwest, San Francisco, Las Vegas, Brand USA, ABA, Morris Murdock, RV Travel Show etc. Waiting to see if the trade show will be live or virtual 2021-2022.
2. Cash Match Letters- Each letter from previous year can be revised then emailed to Destiny. Destiny needs the letters of support for the 2021 Grant application. If you don't have a cash match letter, Destiny can email a template of the cash match letter.

### Next Meeting

The next meeting will be held on April 21, 2021 @ 10am at the Lava Hot Springs Foundation's Board Room and Zoom.

### Adjourn

Kristen made a motion to adjourn the meeting, Destiny seconded the motion. The meeting was adjourned at 12:13pm.

Minutes by: Bridget Losee-HCT Secretary