

BANK ENDING BALANCE			\$35,381.03
	Account Details As of 3/19/2019		
	IRELAND BANK		
	E\$SENTIAL CHECKING ACCOUNT		
	*****2529		
	\$39,318.23		

Register: IRELAND BANK CHECKING								
From 02/20/2019 through 03/19/2019								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
2/20/2019		Lava Hot Springs Chamber of Commerce	Accounts receivable	2019 Membership dues		X	200	1,964.06
2/20/2019	DB	Chuckwagon	Meeting Meals	February Meeting	20	X		1,944.06
2/20/2019	2556	Bridget Losee	Trade & Travel Shows	Perdiem for RV show	249.84	X		1,694.22
2/20/2019	2557	Tami Leonhardt	Trade & Travel Shows	per diem for RV show	221.27	X		1,472.95
2/20/2019	2558	Kristen Jensen	Trade & Travel Shows	per diem for RV show	330.86			1,142.09
2/21/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email	Postage on account for fulfillment pkts	200	X		942.09
2/21/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	postage for 2 info pkts sent	5.62	X		936.47
2/27/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packets sent 1 box and 1 pkt	49.34	X		887.13
2/28/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email	postage on account for fulfillment pkts	100			787.13
2/28/2019	2559	Tish Dahmen	Trade & Travel Shows	per diem for RV show	407.05	X		380.08
3/5/2019			-split-	Deposit Final RFF 2017 Grant & RFF #1 2018			76,171.84	76,551.92
3/5/2019	2560	Forrest Design Group	Accounts Payable		35,377.16			41,174.76
3/5/2019	2561	Century Link	Accounts Payable	208-776-5155 903B	48.07			41,126.69
3/5/2019	2562	Century Link	Accounts Payable	208-776-5155 903B	1.42			41,125.27
3/5/2019	2563	Lava Hot Springs Foundation	Accounts Payable	Co-op w/LHSF Canadian Snowbird Extravaganza in Phoenix, AZ co-op	1,677.32			39,447.95
3/5/2019	2564	Ron Gardner	Accounts Payable	Social media management February 2018 Grant RFF #2	200			39,247.95
3/5/2019	2565	Homeland Web	Accounts Payable	February website, trails, updates and newsletters 2018 Grant RFF #2	718			38,529.95
3/5/2019	2566	Matt Hunter	Trade & Travel Shows	RV Show per diem	297.39			38,232.56
3/5/2019	2567	the Butterfly Haven	Prize Basket Items	2 passes to attraction for travel show giveaway	20			38,212.56
3/5/2019	2568	Darwin Egley	Miscellaneous	Removed extra handle off storage unit work	20			38,192.56
3/5/2019	2569	Dalton Egley	Miscellaneous	Loaded and moved brochures in storage unit	20			38,172.56

3/11/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email	monthl service fee	15.99		38,156.57
3/12/2019		Bear Lake CVB	Accounts receivable	Inv#645 co-op Zions Bank Magazine		208.34	38,364.91
3/13/2019		Pocatello Chamber of Commerce	Accounts receivable	2019 Membership dues		200	38,564.91
3/18/2019		Malad City Oneida County	Accounts receivable	2019 Membership dues		200	38,764.91
3/18/2019		Lava H.S. Foundation	Accounts receivable	Radio co-op		420	39,184.91
3/18/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email	postage on account for Fulfillment pkts	100		39,084.91
3/18/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Stamps for fulfillment mailings	53.81		39,031.10
3/19/2019	2571	Century Link	Accounts Payable	208-776-5155 903B	48.07		38,983.03
3/19/2019	2571	Forrest Design Group	Accounts Payable		3,602.00		35,381.03

18-V-1 GRANT	2018			Grant 8/1/18 - 9/30/19		3/19/2019
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 12,000.00		\$ 101.51	\$ 180.77		\$ 11,717.72
Advertising-Co-ops-Collateral	\$ 75,697.00		\$ 3,344.98	\$ 2,982.00		\$ 69,370.02
Direct Mail & Email Mktg & Fulfillment	\$ 10,000.00		\$ 6,644.65	\$ 311.97		\$ 3,043.38
Website	\$ 12,200.00		\$ 1,537.36	\$ 718.00		\$ 9,944.64
Fam Tours & Site Visits	\$ 1,500.00					\$ 1,500.00
Sponsorships	\$ 3,000.00					\$ 3,000.00
Trade and Travel Shows	\$ 12,000.00		\$ 2,386.52	\$ 3,945.96		\$ 5,667.52
Capital Outlay & Software	\$ 500.00					\$ 500.00
Training & Professional Development	\$ 1,500.00					\$ 1,500.00
TOTALS	\$ 128,397.00	\$ -	\$14,015.02	\$ 8,138.70	\$ -	\$ 106,243.28
*Match requirement for year is -	\$ 16,050.00					
YTD Match received for year is -	\$ 2,192.60					
Match Balance	\$ 13,857.40					
NOTES: FACEBOOK from Ron	Most liked posts for Feb., 2018					
	1.7K - 02/12 - blue ice at Blue Lake photo					
	1.1K - 02/06 - Photo. Snow at Pebble Crk					
	804 - 02/01 - Weather outlook for Fire & Ice Festival					
	775 - 02/03 - pics from Fire& Ice					
	767 - 02/02 - video. Fire & Ice river float					
	595 - 02/19 - winter storm to hit					
	464 - 02/17 - Bill Engvall show rescheduled due to weather.					

Small Community Advertising Program-fund balance \$525.00

Malad Valley Welsh Festival-Idaho Magazine Ad. The total cost of ad is \$400.00, they are requesting \$200.00. The magazine ad would run in the May and June issues.

Tami Leonhardt made a motion to approve the \$200.00 for the Malad Welsh Festival advertising, Darlene Downs seconded the motion. The motion carried.

Destiny received an Insurance Renewal letter from Mutual Insurance Company for Work Comp policy for the amount of \$204.00. The council agreed that we no longer need this coverage. Destiny will call and cancel the insurance policy.

Yellowstone Fam Tour Sponsorship:

- 8 tour guides
- Lava Hot Springs-lodging, dinner and breakfast. May 21st

Yellowstone Loop:

1. Salt Lake City
2. Brigham
3. Logan
4. Lava Hot Springs
5. Yellowstone Park
6. Jackson Hole
7. Garden City
8. Back to Salt Lake City

Kathy Ray made a motion to approve up to \$1500.00 for the Yellowstone Loop Fam Tour expenses. Tami Leonhardt seconded the motion. The motion carried.

Advertising Budget Status

High Country Tourism Marketing Plan Options 2018-2019							
2/20/2019	ADVERTISING ITEM	DESCRIPTION	co-op partners	CIRCULATION	RUN DATE	AD MAT ERIAL DUE	status
\$ 10,931.25	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads			Scheduled
\$ 3,750.00	MyYellowstonePark.com	1/2 pg insert plus leads	n/a				complete
\$ -	MyYellowstonePark.com	1/2 pg insert shifted to 2017	n/a				complete
\$ 5,970.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary	Visit Pocatello? Others?	20k/70k unq vis	winter2018 spring 2019 summer 2019		ongoing
\$ 3,750.00	Radio Proposal-KSFI	60 sec spots w co-op jan-feb		763,500 cume	11-5-18 to 2-4-19		complete

\$ -	Radio Proposal- KSFI	Nov-Dec shifted to 2017					complete
\$ -	Zion's Community Magazine	Shifted to 2017	BLCVB,Dwnata, LHSF	50000	nv/dc jn/fb mar/apr		complete
\$ 2,500.00	photography						
\$ -	Pocatello Livability Mag	Shifted to 2017	Vis Poc, Old Town Pocatel	20k	jan 19 annual		complete
\$ 1,006.25	RV Idaho	1/2 page full color	n/a	...	annual		complete
\$ 1,475.00	Dirt Toys	pic of week sponsor 300x 250 banner ad	n/a	...	jan- sept 2019		ongoing
	Dirt Toys	pic of week shifted to 2017	n/a	...	oct-dec 2018		complete
\$ -	Ultimate Guide to Snowmobiling	1/2 pg 4c shifted to 2017	n/a	...		1-Oct-18	complete
\$ 905.00	Snowest	pic of the week sponsor	n/a		jan- sept 2019		ongoing
\$ 2,500.00	Living Bird/allaboutbirds.org	1 print ad and digital	BL \$600 print? Not this year BL	...			TBD
\$ 12,500.00	Hagadone Digital	CANADA/NATL Geofencing digital	n/a	gps dependent			TBD
\$ 1,250.00	Facebook/instagram	CANADA, SLC, BOI	n/a	...			ongoing
\$ 2,500.00	Calgary Metro	CANADA native ad bundle	n/a	...			TBD
\$ 49,037.50	Total						
\$ 10,359.50	Available						
\$61,000.00	Total Budget						

Advertising Opportunities for the \$10,359.50 available funds;
Idaho Travel Guide 1pg ad \$4,500.00 deadline September 2019 publish Jan 2020
This advertising item will have to come out of the 2019 Grant funds.

Birgitta will add the following ad opportunities to the 2018 advertising graph above.

- The Great American West Magazine-International marketing \$5000.00
- City Weekly Guide-annual guide 50% discount \$1,125.00 #50,000

Co-op partners

1. Downata \$562.50
2. Idaho Potato museum \$562.50

Total \$2250.00

2019 Grant Application

Grant Administrator Destiny Egley handed out the information from the 2018 Grant application for the council to look through and let her know of any suggested changes. The 2019 grant application is due on April 4, 2019.

Here are some of the suggested items that the council members would like to see added to the application;

- **HCT Magazine.** \$5,000.- Birgitta said that she would be willing to work to get ads for the magazine to help with the total cost of the magazine.
- **Idaho Travel Guide.**-\$10,000.- 2 pg ad- \$4,350.00 pictures pg + editorial pg \$ 4,350.00.

\$15,000 request in the 2019 Grant application.

Agricultural Tours-Tish Dahman

Beer Tours-Matt Hunter Barley Industry There is going to be distillery in Pocatello soon.

Yellowstone Loop tour. "Brand USA destination" (1page ad) Undiscovered route to Yellowstone-7 stops on each itinerary. \$10,000 per page.

ITC Meeting Report

Matt Hunter reported that there was a business in Couer d'Alene that was reporting their bed tax as being located in Bannock County. The State will need to reverse the tax amount, and this could affect the amount available to the grantees in SE Idaho. Although each grantee should still request at least 10-15% more in their grant application.

Everyone should watch the Epic Idaho Videos on Utube. They are awesome.

Trails Maps Status

Website Trails Maps

Ann would like to go public with the trail maps soon on the website. She will be meeting with some trackers this spring once the trails are not snow covered etc. Ann is waiting for the summer trials to open up to be able to go to them and track the trails.

- Legal definition of trails.
- Trail.idaho.gov.
- Press Release when the trails are available.

Printed Maps

Birgitta printed 100 color copies for trade shows. She is working on additional information from suggestions that were given to her about the trail maps; such as naming the roads that lead to the trail heads. Add a link to go to the website maps so that they can use their phones to find trails.

Website Report

Unique User visits are up 34% over last year!

Google Visits are up 39%. Many were searching for Soda Springs fishing Derby and the Fire and Ice Winterfest. Top pages are events, Hot Springs & Snowmobile pages.

Top Search landing pages:

- Soda Springs Idaho
- Gate City Brewfest 2019
- Lava Hot Springs
- Pocatello Events
- Southeast Idaho
- American Falls Reservoir
- Irish Rovers Pocatello
- Twin Lakes Idaho
- Hot Springs Idaho
- Idaho snowmobile trail maps

Newsletter Stats:

- Delivered 49,128
- Opened:2,462

Page flow shows that most visitors went to the homepage which may be from the print ads. Top items were American Falls Reservoir, Bear River Massacre Site, Oneida Narrows, Twin Lakes(Ice Fishing) and Maple Grove Hot Springs.

Other Business

1. ESTO Conference will be held in Auston, Texas Aug 17-20,2019 \$950.00. Do we want to send one grantee each year? Is there anyone that would be interested in going to this conference. Do we just skip this year? All agreed that we will skip this year.
2. Kathy Ray-Your Fit Technology info. Kathy Ray handed out flyers to members.
3. Julie William is retiring, and they will be hiring someone to work at the Cherry Creek Visitors center.
4. YTT Trade show coop. Destiny will be include amount for show in the grant application. Destiny will report to council when she hears back from Kathy.

Schedule Next Meeting

The next meeting will be held at 9:00AM on April 17, 2019. The meeting will be held in Soda Springs at the Caribou Jack Trading Company and BBQ. Dan Lau's son is the owner-manager of Caribou Jacks. 9:00am

Adjourn

Tami Leonhardt made a motion to adjourn the meeting. Destiny Egley seconded the motion. The meeting was adjourned at 11:35 AM.

Minutes by;
Bridget Losee
HCT Secretary