



Southeast Idaho High Country Tourism March 22, 2023 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on March 22, 2023 at the 78 Main Restaurant, 78 E. Main Street, Lava Hot Springs, Idaho.

Welcome and Introductions

Vice President Molly Beseris called the meeting to order and welcomed all in attendance.

Present

Vice President Molly Beseris, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Sherril Tillotson and Kristen Jensen(teleconference).

Minutes

The February 9, 2023 meeting minutes were emailed to the council for review. Molly Beseris made a motion to approve the February 9, 2023 meeting minutes, Destiny Egley seconded the motion. The motion carried unanimously.

Financial Status Report

Grant Administrator-Treasurer Destiny Egley reported on the financial status.

SOUTHEAST IDAHO HIGH COUNTRY		03/22/23
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$ 28,024.20
DEPOSITS/REIMBURSEMENTS		
DEPOSIT - 2023 Dues Lava Hot Springs Chamber		\$ 200.00
DEPOSIT - 2023 Dues City of Lava Hot Springs		\$ 200.00
DEPOSIT - RFF #2 2022 Grant		\$ 5,956.64
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
Total Deposits		\$ 6,356.64
EXPENSES		
Advertising - Forrest Design Group	\$	-
Century Link - Telephone & Long Distance	\$	62.40
Website - Homeland Web	\$	-
Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$	470.48
Meeting - 78 Main	\$	32.40
Boise Metro Chamber - IRU Sponsorship and booth- BLCVB Reimb.	\$	3,000.00
Ron Gardner - Social Media Management	\$	400.00
Modern Expo - Display recvd charge at show	\$	50.00
Best Western Cottontree Inn lodging for RV Show	\$	135.45
GES - Dallas Adventure show power ordered	\$	123.41
Destiny Egley - Travel Reimbursement per diem, mileage for RV show	\$	365.08
Onspotsocial.com monthly service fee	\$	35.00
Kristen Jensen - trave reimbursement per diem, mileage for RV show	\$	407.72
Christopher Olsen CPA - 2021 Grant Taxes	\$	230.00

	Yellowstone Teton Territory - SLC RV show split costs in half	\$ 1,987.20	
	Best Western Cottontree Inn lodging for Sportsmans show	\$ 812.70	
	JP Display - Booth costs for Sportsmans show	\$ 552.34	
	TOTAL EXPENDITURES	\$ 8,664.18	
	BANK ENDING BALANCE		\$ 25,716.66
	<u>Account Details As of 3/22/2023</u>		
	<u>IRELAND BANK</u>		
	<u>E\$SENTIAL CHECKING ACCOUNT</u>		
	*****2529		
	\$27,933.86		

Register: IRELAND BANK CHECKING								
From 02/08/2023 through 03/22/2023								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
2/9/2023		Lava Hot Springs Chamber of Commerce	Accounts receivable			X	200	28,224.20
2/9/2023	DB	78 Main	Meeting Meals	February meeting	32.4	X		28,191.80
2/10/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99	X		28,173.81
2/14/2023		City of Lava Hot Springs	Accounts receivable			X	200	28,373.81
2/15/2023	DB	Boise Metro Chamber	Trade & Travel Shows	IRU Sponsorship BLCVB invoiced	3,000.00	X		25,373.81
2/16/2023	DB	Modern Exposition Services	Trade & Travel Shows	Display recvd cost at RV show 2022 Grant RFF #3	50	X		25,323.81
2/16/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment 2022 Grant	100	X		25,223.81
2/20/2023	DB	Best Western CottonTree Inn	Trade & Travel Shows	RV show lodging for reps Kristen and Tami	135.45	X		25,088.36
2/21/2023	DB	GES	Trade & Travel Shows	Dallas Adv. show power RFF #3 2022 Grant	123.41	X		24,964.95
2/22/2023	2898	Destiny Egley	Trade & Travel Shows	Travel reimb. for RV show 2022 Grant RFF #3	365.08	X		24,599.87
2/22/2023	2899	Century Link	Accounts Payable	Data phone line charges Feb. 2022 Grant RFF #3 Admin.	61.55			24,538.32
2/24/2023	DB	Onspotsocial.com	Trade & Travel Shows	email collection app mo fee 2022 Grant RFF #3	35	X		24,503.32
2/28/2023	2900	Void Check	Miscellaneous	Voided check		X		24,503.32
2/28/2023	2901	Kristen Jensen	Trade & Travel Shows	RV show per diem travel reimbursement	407.72			24,095.60
3/2/2023		Deposit	GRANT AWARD	Deposit RFF #2 2022 GRANT			5,956.64	30,052.24
3/3/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email	10 boxes of brochures to Bear Brochures	234.5			29,817.74
3/10/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee for fulfillment postage	17.99			29,799.75

3/15/2023	DB	JP Display	Trade & Travel Shows	Sportsmans show booth furnishings and shipments	552.34		29,247.41
3/15/2023	2902	Lumen	Accounts Payable	208-776-5155 903B	0.85		29,246.56
3/15/2023	2903	Christopher Olsen C.P.A.	Accounts Payable	2021 Grant tax filing - 2022 Grant RFF #3 Admin	230		29,016.56
3/15/2023	2904	Ron Gardner	Accounts Payable	Social Media Posts 2022 Grant RFF #3 Public relations	400		28,616.56
3/15/2023	2905	Yellowstone Teton Territory-YTT	Accounts Payable	SLC RV Show co-op half booth and expenses w/YTT 2022 Grant RFF #3	1,987.20		26,629.36
3/19/2023	DB	Best Western CottonTree Inn	Trade & Travel Shows	Sportsmans show lodging for reps 2022 Grant RFF #3	812.7		25,816.66
3/20/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment	100		25,716.66

2022 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2022 thru 9/30/2023			RFF's 1-3	Rev.3/22/2023
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$3,000.49	\$434.82	\$2,565.67
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, trade show	\$20,000.00	\$2,922.18	\$17,077.82
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$12,800.00		\$12,800.00
2.4 Video Advertising				\$0.00
Video/Digital	Video Creation & photography costs, Brand USA	\$10,000.00		\$10,000.00
OTT (Over the top TV)	Digital/Streaming OTT	\$8,000.00		\$8,000.00
2.5 Audio Streaming radio	Pandora, Spotify, Youtube Music	\$3,000.00		\$3,000.00
2.6 Digital Advertising				\$0.00
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, Red Sky	\$39,900.00		\$39,900.00
PD social display ads/OTA's SEO Ads, google ads, creative content, digital advertising		\$18,000.00		
10.2 Public Relations	Social media campaigns paid ads			\$0.00
Influencer Engagement	Social media influencer content & blog	\$5,000.00		\$5,000.00
Content Creation	Social media content creation	\$3,000.00		\$3,000.00
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$119,700.00	\$2,922.18	\$116,777.82
5.0 Website - Homeland	Description - Vendors	Budget \$	Exp. to date	Balance
5.2 Other - Webhosting	webhosting renewals	\$700.00	\$500.00	\$200.00
Domain Name	Annual domain fees	\$200.00		\$200.00
Technical Upgrade	Web upgrades as needed for google analytics/changes	\$5,000.00		\$5,000.00
Maintenance	Web maint., plugins, web updates, newsletters	\$7,000.00		\$7,000.00
Other	Promotional campaign web pages incl prof. translation services in diff. languages	\$5,500.00		\$5,500.00
	TOTAL BUDGET FOR HOMELAND WEB	\$18,400.00	\$500.00	\$17,900.00
2.2 Print Advertising	Description - Vendors	Budget \$	Exp. to date	Balance
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch. & Adv.	\$15,000.00		\$15,000.00

Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,000.00	\$285.16	\$6,714.84
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$10,000.00	\$7,269.20	\$2,730.80
2.6 Digital Advertising				
Other-online advertising	Go-ID lead generation & email campaign, homeland newsletters	\$8,000.00	\$3,395.00	\$4,605.00
6.0 FAM & Site Visits				
Familiarization Tour #1	FAM Trip associated with IRU in Boise	\$2,500.00		\$2,500.00
Familiarization Tour #2	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00		\$1,000.00
Familiarization Tour #3	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		\$1,000.00
8.0 Trade & Travel Shows				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$7,363.80	-\$1,363.80
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,000.00		\$6,000.00
9.0 Capital Outlay	Electronic equip. Smart TV for travel shows	\$500.00	\$287.53	\$212.47
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				\$0.00
ICORT	Registration, Lodging and per diem	\$2,000.00		\$2,000.00
ESTO	Registration	\$1,500.00		\$1,500.00
10.2 Public Relations	Social media management - Ron Gardner	\$5,500.00	\$800.00	\$4,700.00
	GRANT TOTAL	\$207,100.49	\$23,257.69	\$183,842.80
	CASH MATCH OBLIGATION	\$25,900.00	\$550.00	\$25,350.00

ITC is promoting councils to work on getting partnerships on digital ads throughout the state. If it is a banner ad it is hard to get multiple partners on a small banner ad. The Lava Hot Spring Chamber of Commerce is asking for funding assistance with digital marketing for their Wellness Event that will be held on June 2-3, 2023.

Sherril Tillotson made a motion to approve the financial status report as presented, Molly Beseris seconded the motion. The motion carried unanimously.

2023 Grant Application Draft

2023 Grant Application

Grant Application is due April 1, 2023

Sherril Tillotson made a motion to apply for the 2023 grant application by March 30, 2023 to the Idaho Tourism Council-Department of Commerce, Molly Beseris seconded the motion. The motion carried unanimously.

The Cherry Creek Visitors Center by Malad is the gateway to our region and we have a display in the center. ITD and ITC are talking of no longer funding the center and it could be closing. Malad Chamber of Commerce is dissolving, and they are the ones that fund personnel to run the center.

Molly Beseris will take the information to a meeting tonight to see if there is still interest in funding of personnel for the Cherry Creek Visitors Center.

New Opportunities-suggestions

- **Event Sponsor Co-ops \$50,000?**

Sponsoring Events throughout the region. There would be a lot of paperwork for the event coordinators. This wouldn't include the other grantees communities where they get separate grant funds. Small Communities would be included in this advertising of events. The representatives of each community would oversee the funding-paperwork for their community and work with Grant Administrator Destiny Egley.

- Add verbiage of Peddle Biking and pedestrian trails in the region.

Travel Show Updates and Discussion

The Sportsman Show had good attendance. The representatives that attended the show were Bridget Losee, Birgitta Forrest and Molly Beresis. The swag was a remarkable success we gave out most of the swag.

Molly Beseris and her husband will be attending the Dallas Texas travel show in April 2023.

Small Community Advertising-Brochure Programs Co-op Requests-Action Item

Advertising

- Oneida-Malad Marketing Co-op is requesting \$1,200.00 for a TV ad for the Welsh Festival. Total cost \$2,500.00.
- Idaho Magazine Ad for Welsh Festival total cost of \$448.00 requesting \$350.00.

Total Request \$1,550.00

Sherril Tillotson made a motion to approve the \$1550.00 for the Malad advertising requests, Molly Beseris seconded the motion. The motion carried unanimously.

Brochure Requests

- Oneida-Malad County Relic preservation-Pioneer Historical Society #2000 copies. Total cost \$2,500.00 requesting \$1,000.00.

Sherril Tillotson made a motion to approve the Oneida County Relic Society brochure request of \$1,000.00, Destiny Egley seconded the motion. The motion carried unanimously.

Website Report

Webmaster Ann Yearsley emailed on the website statistics to the council. Ann was absent from the meeting.

Advertising Budget Status-Birgitta Bright

Forrest Design Group-Birgitta Bright was absent from the meeting.

Other Business

- Dirty Freehub-Aaron Couch, create bicycle trails. They map out trails- create maps for bicycling. Things to do and see in the area etc. Bikers are looking for specific information of level of ride, terrain, mountain biking, or trails.
- Jeff Glissendorf was hired as the Visit Pocatello Tourism Director.
- ITC meeting was held in Pocatello.

Schedule Next Meeting

The next meeting will be held on Thursday April 20, 2023 @ 10:00am at Chuckwagon Restaurant.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Sherril Tillotson seconded the motion. The meeting ended at 11:52 am.

Minutes by Bridget Losee

HCT Secretary