



# Southeast Idaho High Country Tourism May 15, 2019 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday May 15, 2019 at 9:00 am, at Caribou Jacks Trading Company 50 E. 2<sup>nd</sup> W. Soda Springs Idaho.

**Present**

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Tami Leonhardt, Dan Lau, Randy L' Teton and Calista Eagle. Guests: Ann Yearsley and Birgitta Bright.

**Welcome and Introductions**

High Country Tourism Council President Devanee Morrison called the meeting to order and welcomed all in attendance. Introduction were made by all council members.

**Minutes**

The council reviewed the April 17, 2019 meeting minutes. After review; Tami Leonhardt made a motion to approve the minutes, Destiny Egley seconded the motion. The motion carried unanimously.

**Financial Status Report**

Grant Administrator Destiny Egley went over the following financial reports:

SOUTHEAST IDAHO HIGH COUNTRY		05/14/19
<b>MONTHLY EXPENSE REPORT</b>		
<b>BANK BALANCE FORWARD</b>		
		<b>\$30,836.05</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
	DEPOSIT - Visit Pocatello membership dues 4/16 last month	\$ 200.00
	DEPOSIT - City of Soda Springs Fishing Derby co-op	\$ 375.00
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	<b>Total Deposits</b>	<b>\$ 575.00</b>
<b>EXPENSES</b>		
	Advertising - Forrest Design Group	\$ 9,810.00
	Century Link - Telephone & Long Distance April	\$ 1.63
	Website - Homeland Web	\$ 690.00
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 279.66
	Meeting - Chuckwagon monthly meeting - April	\$ 20.00
	Ron Gardner - Social Media Management	\$ 200.00
	La Quinta Inn - Lodging for Destiny Boise 2019 Grant Presentation	\$ 134.47
	Lava Chamber of Commerce - 2019 Brochure co-op	\$ 1,000.00
	<b>TOTAL EXPENDITURES</b>	<b>\$12,135.76</b>
<b>BANK ENDING BALANCE</b>		<b>\$19,275.29</b>
	Account Details As of 5/13/2019	
	<b>IRELAND BANK</b>	
	<b>ESSENTIAL CHECKING ACCOUNT</b>	
	*****2529	
	\$31,250.51	

<b>Register: IRELAND BANK CHECKING</b>					
<b>From 04/17/2019 through 05/14/2019</b>					

Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
4/17/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email	Postage on account for fulfillment	100	X		30,936.05
4/17/2019	DB	Chuckwagon	Meeting Meals	April meeting	20	X		30,916.05
4/17/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packet sent to Canada	26.25	X		30,889.80
4/23/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packets sent	32.3	X		30,857.50
5/1/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email	postage on account for fulfillment	100			30,757.50
5/6/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Info packet to Germany	3.12			30,754.38
5/9/2019		City of Soda Springs	Accounts receivable	Fishing Derby co-op			375	31,129.38
5/10/2019	DB	La Quinta	Marketing/Cash Match	Lodging for 2019 Grant Presentation in Boise	134.47			30,994.91
5/10/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email	Monthly service fee for stamps.com	17.99			30,976.92
5/14/2019	2579	Lava Chamber of Commerce	Accounts Payable	Lava Chamber 2019 brochure co-op 2018 Grant RFF #3	1,000.00			29,976.92
5/14/2019	2580	Forrest Design Group	Accounts Payable		9,810.00			20,166.92
5/14/2019	2581	Ron Gardner	Accounts Payable	April social media management 2018 Grant RFF #3	200			19,966.92
5/14/2019	2582	Century Link	Accounts Payable	208-776-5155 903B	1.63			19,965.29
5/14/2019	2583	Homeland Web	Accounts Payable	April website, maint. updates and newsletter 2018 Grant RFF #3	690			19,275.29

18-V-1	2018 GRANT			Grant 8/1/18 - 9/30/19		5/14/2019
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 12,000.00		\$ 282.29	\$ 47.47		\$11,670.24
Advertising-Co-ops-Collateral	\$ 75,697.00	\$79,597.00	\$13,548.65	\$ 17,042.00		\$49,006.35
Direct Mail & Email Mktg & Fulfillment	\$ 10,000.00		\$ 800.34	\$ 376.26		\$ 8,823.40
Website	\$ 12,200.00		\$ 3,042.86	\$ 690.00		\$ 8,467.14
Fam Tours & Site Visits	\$ 1,500.00		\$ -		\$ 1,500.00	\$ -
Sponsorships	\$ 3,000.00	\$ -	\$ -			\$ -
Trade and Travel Shows	\$ 12,000.00		\$ 6,332.48	\$ -		\$ 5,667.52
Capital Outlay & Software	\$ 500.00		\$ -			\$ 500.00
Training & Professional Development	\$ 1,500.00	\$ 600.00	\$ -		\$ 600.00	\$ -
<b>TOTALS</b>	<b>\$ 128,397.00</b>	<b>\$80,197.00</b>	<b>\$24,006.62</b>	<b>\$ 18,155.73</b>	<b>\$ 2,100.00</b>	<b>\$ 3,937.65</b>
*Match requirement for year is -	\$ 16,050.00					
YTD Match received for year is -	\$ 5,468.36					
<b>Match Balance</b>	<b>\$ 10,581.64</b>					
<b>NOTES:</b>	<b>Most liked posts for April 2019</b>					
	2.8K - 4/20 - wagons for rent at Downata Hot Springs					
	2.7K - 4/30 - Bear Lake focus in story on beautiful beaches					
	1.6K - 4/30 - Dwight Yoakam coming to Portneuf Amphitheatre					
	980 - 4/14 - Rick Just article on American Falls Reservoir					
	923 - 4/10 - change in LHS weekend ticketing policy.					
	841 - 4/10 - LHS Folk Festival					
	803 - 4/20 - ? how much freshwater flows in the pools (LHS) each day?					

**Fam Tour-Yellowstone Loop**

Tour Dates-Locations:

- May 21<sup>st</sup> Lava Hot Springs.
- May 22<sup>nd</sup> Yellowstone National Park Loop

- May 23-24nd Bear Lake

Attendees of the tour are representatives from;

- Texas Life Magazine
- Cron SF AARP
- Budget Travel
- AMA travel magazine-Canada
- UT Tourism
- SW Adventure Tours

Dan Lau made a motion to approve the Financial Status Report, Tami Leonhardt seconded the motion. The motion carried unanimously.

**Advertising Budget Status**

High Country Tourism Marketing Plan 2018-2019 (18-v-1)					
4/17/2019	ADVERTISING ITEM	DESCRIPTION	co-op partners	CIRCULATION	RUN DATE
\$ 10,931.25	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads	
\$ 3,750.00	MyYellowstonePark.com	1/2 pg Yellowstone Journal & leads	Visit Idaho Co-op		Mar-19
\$ 2,500.00	MyYellowstonePark.com	1/2 pg Trip Planner & leads	Visit Idaho Co-op		Feb-19
\$ 3,750.00	MyYellowstonePark.com	eblast, banner ads, FB posts		145k/200imp	12-18/1-19
\$ 1,125.00	Salt Lake City Weekly	City Guide Full page ad	Bear Lake/Downata		Mar-19
\$ 5,970.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary	none at this time	20k/70k unq vis	win 2018, spr, sum 2019
\$ 5,000.00	Great American West Consortium	Associated Publication	tbd	tbd	tbd
\$ 3,750.00	Radio Proposal-KSFI	60 sec spots w co-op jan-feb		763,500 cume	11-5-18 to 2-4-19
\$ 2,500.00	photography				
\$ 1,006.25	RV Idaho	1/2 page full color	n/a	...	annual
\$ 1,475.00	Dirt Toys	pic of week sponsor 300x250 banner ad	n/a	...	jan-sept 2019
\$ 905.00	Snowest	pic of the week sponsor	n/a		jan-sept 2019
\$ 2,500.00	Living Bird/allaboutbirds.org	1 print ad and digital	BL \$600 print?	...	
\$ 10,000.00	Hagadone Digital	CANADA/NATL Geofencing digital	Visit Idaho Co-op	gps dependent	

\$ 1,250.00	Facebook/instagram	CANADA, SLC, BOI	n/a	...	
\$ 2,500.00	Calgary Metro	CANADA native ad bundle	n/a	...	
<b>\$ 58,912.50</b>	<b>Total</b>				
\$ 2,484.50	Available				
<b>\$ 61,397.00</b>	<b>Total Budget</b>				

Emily from Herman Global will be in the area this weekend, she will be traveling to the following locations;

- Bear Lake-Montpelier
- Soda Springs-
- Pocatello- Museum of Clean
- Blackfoot Potato Museum
- Lava Hot Springs
- Ft Hall Museum
- Massacre Rocks.

HCT will have access to the content-photos. Visitusa.com is the website that the photo-content will be posted.

### **Grant Presentation Report**

**Grant amount requested \$149,500.00**

Destiny Egley (HCT )and Birgitta Bright(Visit Pocatello)gave grants presentation to ITC (Idaho Travel Council) on May 7, 2019 in Boise. The presentations went great. ITC Board Chair is in favor of getting lodgers to co-op with advertising. Destiny explained that the Lodgers in our area look at the lodging tax that they collect is their contribution to advertising. They don't look at it as they collect the tax from their customers and then pay to the State. The three grant administrators in Region 5 work together to promote the region. Each administrator focuses on different avenues of advertising. One grant administrator focuses on the entire region and the other two focus on specific areas. The Idaho Travel Council asked Destiny what she thought were HCT successes throughout the year. Destiny mentioned;

- one of HCT successes is the Trail Maps. The Trail Maps are on online and we will be able to report on the visits to the Trail Map from google analytics.
- If the money (bed tax) collected in our region is up that is also a success.

The Grant awards will be posted first of August 2019.

### **List of Places to photograph**

Destiny asked the council members if they knew of a good photographer. Tami Leonhardt mentioned that she has a great photographer (Mimi Payne).The council asked Tami to find out what Mimi would charge to take photos throughout the region. Destiny asked what places, events, etc. would the council recommend photographing? The council asked what budget is there for photography? Destiny will check but thought there was \$5,000-\$10,000. Destiny will let council know budget amount.

Here are the areas that the council recommended to photograph:

#### **Malad**

- Welsh Festival-June 27-28, 2019

#### **Preston**

- Famous Preston Night Rodeo-August 1-3, 2019.

#### **Soda Springs:**

- Geyser.
- Car Show.
- Hooper Springs.
- Octagon Springs
- Formation Springs.

- Point of the mountain scenic site.

**Downey:**

- Downata Hot Springs-Covered Wagon Accommodations.

**Lava Hot Springs:**

- Olympic Swimming Pool.
- Tubing Portneuf River.
- World Famous Hot Springs.
- Oktoberfest.
- Fire and Ice Winter Festival.
- Lava Zipline.

**American Falls:**

- Birding Festival-Humming Bird Festival.
- Massacre Rocks.
- American Fall Reservoir.

**Blackfoot:**

- Idaho Potato Museum.

**Bear Lake:**

- Birding Refuge.
- Bear Lake-Boating, paddle boarding, water skiing etc.
- Bloomington Lake.
- Minnetonka Caves.

**Fort Hall:**

- Casino
- Hotel FH- Fire Pits.
- Indian Festival-Dancer 2<sup>nd</sup> week of August Thursday-Sunday.
- Indian Relay Races.
- Kids on Horses.
- Bottoms Area-Fishing Permits.
- Cedar Spa.
- FH Museum-Teepee.
- Burn out Car Show.

If you have other places in your area please let us know. There will need to be a person from each community that would be a guide to take the photographer to specific locations.

**Trail Maps**

Birgitta said that all the Trails Maps are completed except for the Malad-Downey area map still needs approval. Birgitta will distribute the maps to the communities and bring to next HCT Meeting for distribution.

Kathy mentioned a Caribou, Star Valley and Bonneville Loop: They are working on an ATV System and on funding for a bridge. There is a meeting in Idaho Falls next week. Kathy will let council know information from meeting.

Ann let the council know that there were 230 visits to the summer map and 324 visits to the winter map.

**Website Report**

Unique Visitor visits are down about 10% from last year. Loss may be Google visits are about the same. Many were searching for Monster Trucks event, Soda Springs and Twin Lakes, Top pages are Events, Fishing and ATV pages. Google ranks HCT event pages at the top. Loss of lodging pages visitors to VRBO, Expedia and other booking sites is not a bad thing. The State Lodging Tax Report shows big monthly increases over 2017 if the statistics are correct. 67% of visitors to the website are on Mobile Devices. Monster Truck event got 1790 searches from google. Easter egg Hunts got 700 searches. Facebook is way down in April 2019 compared to April 2018, were there any ad during the month. Idahocalendar.org lists all of the events that are happening in the region.

Ann emailed the council about using google as our media library. Ann searched for other options for a media library and found SmugMug which is listed #2 for best media library. Idahohighcounty.smugmug.com. SmugMug will cost \$48.00 annually for unlimited photos and downloads.

**Website Standard License Agreement for media library.** Ann took the format of the State Website Media Library agreement and changed the language to apply to HCT. If you have photos that you would like added to the HCT Media Library send them to Ann Yearsley. Ann will oversee the quality of the pictures that can be posted to the website. Ann will send out a list of guidelines for posting pictures to the media library on the website to all council for review and approval.

Bear Lake's website got hacked and has the same formatting as the HCT website. Tami caught the malware before it could download. We need to add a firewall to our website that will detect malware every 12 hours. It will cost \$225.00 per year for a malware firewall protection.

Kathy Ray made a motion to have Ann Yearsley purchase a firewall at \$255.00 annually for our website, Dan Lau seconded the motion. The motion carried.

#### **Other Business**

1. American Fall Birding Festival will be held on May 18, 2019 9:00am-2:00pm
2. Twin Lakes: boats are no longer allowed on the reservoir.
3. American Bus Association Conference registration will cost \$1595.00, the conference will be held January 10-14, 2020. Tish Dahman attended the conference in 2017 and the council decided that we would skip attending the conference in 2018. The council agreed to attend the conference every other year. The council suggested asking Tish Dahman if she would like to attend the 2020 conference. Destiny asked Tami Leonhardt if Bear Lake would want to co-op with expenses for the conference? Tami agreed to co-op with expenses.

Conference expense breakdown:

- Bear Lake \$1000.00
  - HCT registration \$1595.00
  - Potato Museum \$1000.00 ?
4. Fort Hall-RandyL'Teton said that they need to get Fort Hall's schedule of events to council, she will email the events.
    - Game of Thrones-game room to rent out games.
    - Propane fire pits. Smores.
    - Cultural tours. Fishing packages.
    - FH-Casino Burn out Car Show.

#### **Schedule next meeting**

The next meeting will be held on June 19<sup>th</sup>. The meeting will be held at the Shoshone Bannock Hotel, the meeting is scheduled to begin at 9:00am.

#### **Adjourn**

Tami Leonhardt made a motion to adjourn the meeting, Randy L' seconded the motion. The meeting adjourned at 11:03am.

Minutes by;  
Bridget Losee  
HCT Secretary