



# Southeast Idaho High Country Tourism May 18, 2023 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on May 18, 2023 at the Royal Pizzeria 11 Main Street, Lava Hot Springs, Idaho.

### Welcome and Introductions

President Tami Leonhardt called the meeting to order and welcomed all in attendance.

### Present

President Tami Leonhardt, Vice President Molly Beresis, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Kristen Jensen, Sherril Tillotson, Tish Dahmen, Debbie Dumont Guest: Birgitta Bright.

### Minutes

The April 20, 2023 meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve the April 20, 2023 meeting minutes, Debbie Dumont seconded the motion. The motion carried unanimously.

### Financial Status Report

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

<b>SOUTHEAST IDAHO HIGH COUNTRY</b>		<b>05/16/23</b>
<b>MONTHLY EXPENSE REPORT</b>		
<b>BANK BALANCE FORWARD</b>		
		<b>\$ 20,509.62</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
	DEPOSIT - RFF #3 2022 Grant	\$ 13,274.10
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	<b>Total Deposits</b>	<b>\$ 13,274.10</b>
<b>EXPENSES</b>		
	Advertising - Forrest Design Group	\$ -
	Century Link - Telephone & Long Distance	\$ 71.81
	Website - Homeland Web	\$ -
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 1,338.69
	Meeting - Chuckwagon	\$ 25.53
	Onspotsocial.com monthly service fee	\$ 35.00
	Ron Gardner - Social Media Management	\$ 400.00
	The Riverside Hotel - Lodging for IRU Tami and Tish	\$ 1,213.62
	Chesterfield Foundation - 5K sponsorship logo on t-shirt	\$ 200.00
	Tami Leonhardt - Travel Reimbursement for IRU in Boise	\$ 432.56
	Expedia - Lodging for Experience Idaho show in Boise - Kristen	\$ 205.87
	Destiny Egley - Travel reimbursement for Experience ID Show in Boise	\$ 559.96
	Harland Clarke - Costco Check re-order HCT checks 800qty	\$ 52.33
	Tish Dahmen - Travel reimbursement for IRU in Boise	\$ 414.46
	Kristen Jensen - Travel reimbursement for Experience ID show in Boise	\$ 366.90
	Amazon - Computer Monitor for Destiny	\$ 207.97
		\$ -

			<b>TOTAL EXPENDITURES</b>	<b>\$ 5,524.70</b>				
			<b>BANK ENDING BALANCE</b>					<b>\$ 28,259.02</b>
			Account Details As of 5/16/2023					
			IRELAND BANK					
			ESSENTIAL CHECKING ACCOUNT					
			*****2529					
			\$29,509.00					

Register: IRELAND BANK CHECKING								
From 04/20/2023 through 05/16/2023								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
4/20/2023	DB	Chuckwagon	Meeting Meals	April meeting	25.53	X		20,484.09
4/24/2023	DB	Onspotsocial.com	Trade & Travel Shows	Email collection app mo. fee 2022 Grant RFF #4	35	X		20,449.09
4/25/2023		Deposit	GRANT AWARD	Deposit RFF #4 2022 Grant		X	13,274.10	33,723.19
4/26/2023	DB	The Riverside Hotel	Trade & Travel Shows	IRU in Boise Tami and Tish lodging 2022 Grant RFF #4	1,213.62	X		32,509.57
4/26/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Certified Folder 15 boxes 5 left to MT and 10 to Boise	364.75	X		32,144.82
4/27/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Certified Folder 16 boxes to SLC, UT	435.2	X		31,709.62
5/1/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Certified Folder 14 boxes to SLC, UT	380.8			31,328.82
5/2/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage on account for fulfillment	100			31,228.82
5/2/2023	2913	Chesterfield Foundation	Advertising - Print & Digital	Fun Run Sponsorship for 5K	200			31,028.82
5/2/2023	2914	Tami Leonhardt	Trade & Travel Shows	IRU travel reimb. 2022 Grant RFF #5	432.56			30,596.26
5/6/2023	DB	Expedia Travel Services	Trade & Travel Shows	Lodging for Kristen Experience Idaho show	205.87			30,390.39
5/8/2023	2915	Lumen	Accounts Payable	208-776-5155 903B	3.19			30,387.20
5/8/2023	2916	Century Link	Accounts Payable	Data phone line charges for Admin - April 2022 Grant RFF #4	68.62			30,318.58
5/8/2023	2917	Ron Gardner	Accounts Payable	Social media management 2022 Grant RFF #5 Public relations	400			29,918.58
5/8/2023	2918	Destiny Egley	Trade & Travel Shows	travel reimb. for Experience Idaho travel show 2022 Grant RFF #4	559.96			29,358.62
5/10/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Monthly service fee for stamps.com	19.99			29,338.63
5/11/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Brochures to visitors centers Cache Valley & Bannock hist. museum	37.95			29,300.68
5/11/2023	2919	Void Check	Miscellaneous	VOID:		X		29,300.68
5/15/2023	DB	Harland Clarke	Administration:Supplies	Re-order checks for HCT 800qty	52.33			29,248.35
5/15/2023	2920	Tish Dahmen	Trade & Travel Shows	IRU travel reimb. mileage & per diem 21' Grant RFF #4	414.46			28,833.89
5/15/2023	2921	Kristen Jensen	Trade & Travel Shows	Exp. ID Expo travel reimb. mileage & per diem 21' Grant RFF #4	366.9			28,466.99
5/16/2023	DB	Amazon.com	Administration:Supplies	computer monitor 2022 Grant RFF #4	207.97			28,259.02

2022 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2022 thru 9/30/2023			RFF's 1-4	Rev.5/17/2023
<b>1.8 Administration</b>	<b>Description</b>	<b>Budget \$</b>	<b>Exp. to date</b>	<b>Balance</b>
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$3,000.49	\$989.14	\$2,011.35
<b>2.0 Advertising - FDG</b>	<b>Description - Vendors</b>	<b>Budget \$</b>	<b>Exp. to date</b>	<b>Balance</b>
2.2 Print Advertising - Mag.	ITC, Poc. Chamber, AmRd, RV ID, Great Am., Living Bird, trade show	\$20,000.00	\$11,168.56	\$8,831.44
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, Northwest Travel	\$39,900.00	\$625.00	\$39,275.00
PD social display ads/OTA's SEO Ads, google ads, creative content, digital advertising		\$18,000.00	\$11,500.00	
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
	<b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>	<b>\$119,700.00</b>	<b>\$23,293.56</b>	<b>\$96,406.44</b>
<b>5.0 Website - Homeland</b>	<b>Description - Vendors</b>	<b>Budget \$</b>	<b>Exp. to date</b>	<b>Balance</b>
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
	<b>TOTAL BUDGET FOR HOMELAND WEB</b>	<b>\$18,400.00</b>	<b>\$500.00</b>	<b>\$17,900.00</b>
<b>2.2 Print Advertising</b>	<b>Description - Vendors</b>	<b>Budget \$</b>	<b>Exp. to date</b>	<b>Balance</b>
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch. & Adv.	\$15,000.00	\$900.00	\$14,100.00
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,000.00	\$4,229.71	\$2,770.29
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$10,000.00	\$7,269.20	\$2,730.80
<b>2.6 Digital Advertising</b>				
Other-online advertising	Go-ID lead generation & email campaign, homeland newsletters	\$8,000.00	\$3,395.00	\$4,605.00
<b>6.0 FAM &amp; Site Visits</b>				
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
<b>8.0 Trade &amp; Travel Shows</b>				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$14,484.75	-\$8,484.75
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,000.00	\$3,935.64	\$2,064.36
<b>9.0 Capital Outlay</b>	Electronic equip. Smart TV for travel shows	\$500.00	\$287.53	\$212.47
<b>10.0 Other Allowed Costs</b>				
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	\$1,600.00	\$3,900.00
	<b>GRANT TOTAL</b>	<b>\$207,100.49</b>	<b>\$60,884.53</b>	<b>\$146,215.96</b>
	<b>CASH MATCH OBLIGATION</b>	<b>\$25,900.00</b>	<b>\$6,168.54</b>	<b>\$19,731.46</b>

Kristen Jenson made a motion to approve the financial status report as presented, Debbie Dumont seconded the motion. The motion carried.

**RFP Requests for an Advertising, social media and Website.**

We need to put RFP's out for bids for three separate components advertising, social media and website at least every 5 years. The RFP's need to be sent out in July to give the companies time to put together their bid and submit. It is time for new RFP requests to be submitted to the council.

**Travel Show Updates**

<b><u>TRAVEL SHOW NAME</u></b>	<b><u>DATES</u></b>	<b><u>Attendees and Co-ops</u></b>
Utah Travel/Morris Murdock Show	1/25 & Jan. 27-28	Kristen & Tish
SLC RV Show w/YTT	Feb. 16-19	Tami 16th&17th, Kristen 17th&18th, Destiny 18th, 19th
SLC Sportsman's Expo	March 16-19	Molly & Husband 17-19, . Bridget 16-17
Experience Idaho Expo	5/6/2022	Destiny & Kristen
Dallas Travel & Adventure Show	April 1-2, 2033	Molly and husband
Denver-Travel and Leisure Show		
<b><u>INTERNATIONAL SHOWS</u></b>		
International Roundup-IRU	April 23-26	Tish all 3 days
Calgary Show Canada w/BLCVB-Pocatello co-op?	March 18-19	Tami and Husband Pay for both expenses

- **Experience Idaho Show-Boise**  
Destiny Egley and Kristen Jensen attended the Experience Idaho Show in Boise on May 6, 2023. They had a lot of people interested in traveling to SE Idaho. It was free admission to the show. People asked about Lava Hot Springs and Downata Hot Springs. This was a family oriented show. The show was held from 9am-5pm in the Expo center.
- **Outdoor Adventure Show-Calgary**  
Didn't attend this show this year and not next year as well. We can get that Canadian market in other ways such as Facebook, social media, digital ads etc.
- Jeff Glissendorf reported that Visit Pocatello would like to change up the travel shows that they normally attend and go to new travel shows. Looking at sport shows.
- Partnering options: Visit Pocatello, YTT-Yellowstone Teton Territory, High Country Tourism, Regions 4 & 6 partner on trade shows for SE ID.
- Co-ops with travel shows. We have been co-oped with YTT (Yellowstone Teton Territory) in the past, but we have separate booths, but the booths can be next to each other.

**2023 Grant Presentation Update**

Grant Administrator Destiny Egley presented the 2023 Grant to the Idaho Travel Council on May 5<sup>th</sup>. The presentation went really well, and she was the 2<sup>nd</sup> to the last presentation that day. The council had a couple questions for her, and the grant application was very well received. They wanted clarification on the sponsorships, such as does the event have room to grow. The sponsorships would help with the cash match area of the grant.

**Website Report**

Webmaster Ann Yearsley was absent from the meeting. Ann emailed the website statistics to the council. Unique Visits are up 16% from last year. Google visits were up 6%. Direct visits were up 11%. Most visited pages were Homepage, Events & Bear River Hot Springs. Newsletter opens 2279, clicks 111. Gmail blocked ALL emails to their 32,000 recipients! The vast majority of visitors speak English. Google blocked all emails even though I used the slow sending dedicated IP address! Send In Blue changed their name to Brevo.

**Advertising Budget Status**

HIGH COUNTRY TOURISM ADVERTISING PLAN 2022-2023 (22-v-1)							
5/18/2023	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>Digital Advertising</b>							
<b>\$ 57,900.00</b>							
\$ 6,250.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP		spring 2023		in progress
\$ 9,200.00	Programmatic Digital	all year-multi campaign					complete
\$ 18,125.00	Bandwango	4					
\$ 3,750.00	Miles Media	VisitTheUSA Trips Page Updates			continuous		in progress
\$ 11,625.00	Americanroadmagazine.com	Itinerary, Virtual Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			aut/win/spr/sum		in progress
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2			win/spr		one complete
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads			1st half 2023		in progress
\$ 2,500.00	MyYellowstonePark.com	½ pg ad in trip planner		digital	1st half 2023		in progress
\$ 868.75	Northwest Travel nwtravelmag.com	Trip planner	N/A	lead+30kc/210kr	Aug/Sept/Oct 23		
\$ 2,125.00	Northwest Travel nwtravelmag.com	E-newsletter/soc med post	N/A	20,000	Sep-22		complete
\$ 562.50	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		ongoing
\$ 1,875.00	Great American West	Reg website x8; reg nwsltr x4; reporting; SM Postsx2	N/A		annual		in progress
\$ 3,750.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				ongoing
<b>\$ 67,500.00</b>	<b>subtotal Digital Advertising</b>						
<b>Video Advertising</b>							
<b>\$ 18,000.00</b>							

\$ 8,000.00	Video creation and photography						in progress
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				complete

**\$ 14,900.00 subtotal Video Advertising**

**Audio Advertising**

**\$ 3,000.00**

\$ 6,900.00	programmatic audio	audio spots targeting listener on spotify/apple/pandora etc	available	SLC metro	April-May		in progress
\$ -							

**\$ 6,900.00 subtotal Audio Advertising**

**Print Advertising**

**\$ 37,800.00**

\$ 1,250.00	RV Idaho 2024	½ page full color	Back Covr w LCOC?				
\$ 3,750.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc					ongoing
\$ 5,712.50	2023 Idaho Travel Guide	Full page ad	N/A		annual		complete
\$ -							
\$ -							

**\$ 10,712.50 subtotal Print Advertising**

**PR/Social Media**

**\$ 10,300.00**

\$ -	Red Sky PR co-op	Targeted Promotion: Wellness					postponed to 23 grant
\$ 10,500.00	Social Media Influencer & content	Linda-Carol Aug 12					
\$ -							

**\$ 10,500.00 subtotal PR/Social Media**

<b>\$ 110,512.50</b>	<b>Total Obligated</b>
<b>\$ 127,000.00</b>	<b>Total Budget</b>
<b>\$ 16,487.50</b>	<b>Total Remaining</b>

### **Other Business**

- Press Release-the council discussed putting out a press release to let the public know that that even though the Blue Moon Bar roof collapsed that there are other options in Lava Hot Springs. There is another bar and restaurants that are open. Birgitta can pull demographics to compare from 2022 and 2023.
- Wellness Festival in Lava Hot Springs. June 2-3, 2023  
Registration-lavahotsprings.org 2-day event = \$30.00.

#### **Friday- \$5.00**

- Meet and greet.
- Mix and mingle.

#### **Saturday \$25.00**

- Glowga
  - Drum Circle
  - Sound Bath-Michelle Linder of Linder Wellness
  - Gyrokenesis-Lori Head
  - Healing Waters of Lava Hot Springs-George Katsilometes
  - The Healing Gift of Touch-Brenda Hatfield
  - Land of healing Waters-Velda and Fred Racehorse
  - Trama Recovery Yoga-Joyce Bosen
  - Energy Healing Midge Woods
  - Mountain Bike
  - The Lava Hot Springs Chamber of Commerce will be giving out gift bags and sack lunches.
- Diamond P Ranch-wagon rides in McCammon. Reservations are required.
  - Soda Springs fishing derby has been discontinued.

### **Schedule Next Meeting**

The next meeting will be held on Wednesday August 16, 2023 @ 10:00am at Royal Pizzeria in Lava Hot Springs.

### **Adjourn**

Kristen Jensen made a motion to adjourn the meeting, Tish Dahmen seconded the motion. The meeting ended at 12:48pm.

Minutes by Bridget Losee  
HCT Secretary