



Southeast Idaho High Country Tourism May 19, 2021 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on May 19, 2021 at the Lava Hot Springs Foundation 430 E. Main Street in Lava Hot Springs, Idaho or by Zoom Meeting.

Present

In attendance were officers: President Devanee Morrison, Secretary Bridget Losee and Grant Administrator-Treasurer Destiny Egley. Council members: Matt Hunter, Tami Leonhardt, Dan Lau, Kristen Jensen, Sherril Tillotson. Guests: Birgitta Bright, Ann Yearsley ITC Rep. Jeff Glissendorf and Tourism Reps. Diane Norton Holly Stevenson.

Welcome and Introductions.

High Country Tourism President Devanee Morrison called the meeting to order and welcomed all in attendance.

Minutes

The April 21, 2021 meeting minutes were emailed to council members. Tami Leonhardt made a motion to approve the April 21, 2021 minutes, Matt Hunter seconded the motion. The motion carried.

Financial Status Report

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

SOUTHEAST IDAHO HIGH COUNTRY		05/18/21
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		
		\$ 30,746.78
DEPOSITS/REIMBURSEMENTS		
	DEPOSIT - Billboard co-op Downata Hot Springs	\$ 1,250.00
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	Total Deposits	\$ 1,250.00
EXPENSES		
	Advertising - Forrest Design Group	\$ 1,781.25
	Century Link - Telephone & Long Distance	\$ 111.16
	Website - Homeland Web	\$ 538.50
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 1,394.19
	Meeting - LHSF monthly meeting waters	\$ 4.00
	Ron Gardner - Social Media Management	\$ 400.00
	Bear Lake/Montpelier Chamber brochure co-op	\$ 1,000.00
	Office Max - office supplies admin, paper, filing sorter, fulfillment	\$ 130.86
		\$ -
		\$ -
		\$ -

5/18/2021	2761	Homeland Web	Accounts Payable	April website maint. and newsletter 2020 Grant RFF #3	538.5		27,261.82
5/18/2021	2762	Forrest Design Group	Accounts Payable	April-May Billboards co-op 2020 Grant RFF #3	625		26,636.82

SOUTHEAST IDAHO HIGH COUNTRY TOURISM GRANT STATUS						
20-V-1	2020 GRANT	Grant 8/1/20 - 9/30/21				REV.5/18/2021
ELEMENTS	AWARDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE	
Administration	\$ 3,000.00	\$ 319.66	\$ 295.77		\$ 2,384.57	
Advertising-Co-ops-Collateral	\$ 79,689.00	\$ 18,850.19	\$ 3,981.25	\$ 43,580.05	\$ 13,277.51	
Fulfillment	\$ 14,800.00	\$ 7,265.72	\$ 1,167.88		\$ 6,366.40	
Website	\$ 10,600.00	\$ 730.79	\$ 1,352.67		\$ 8,516.54	
Fam Tours & Site Visits	\$ 1,000.00	\$ -	\$ 106.92		\$ 893.08	
Trade and Travel Shows	\$ 11,500.00	\$ 1,070.00			\$ 10,430.00	
Training Esto & ICORT & Influencer	\$ 5,400.00	\$ -			\$ 5,400.00	
TOTALS	\$ 125,989.00	\$ 28,236.36	\$ 6,904.49	\$ 43,580.05	\$ 47,268.10	
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ 8,045.24					
Balance of Match still needed	\$ 7,704.76					
*Obligated amount includes advertising from budget that needs to be completed and Advertising & Brochure co-ops						
SOCIAL MEDIA REPORT						
Most liked posts in April						
414 - 04/26 - ITD completes drilling on wall at hot pools - waters fine - come on in.						
283 - 04/03 - Easter greetings						
238 - 04/07 - Id Heritage Trust - refurbished Sleight Cabin in Paris, Idaho						
214 - 04/08 - Last Chance Canal near Grace, Idaho						
192 - 04/03 - Easter at Bear Lake						
169 - 04/-3 - Easter at Downata Hot Springs						

Kristen Jensen made a motion to approve the financial status report as presented, Dan Lau seconded the motion. The motion carried.

2021 Grant Presentation Report

Grant Administrator Destiny Egley presented the 2021 Grant remotely and the presentation went well. Destiny emphasized how our organization was formed and the communities that are a part of the council. The Grant application deadline is May 28, 2021 by 4:30pm. Destiny will email the final draft of the grant application to the council for review before final submission.

Visitors Guide to SEID Reprint-Status

Birgitta reported that the Visitor's Guide to SEID is almost ready to go to print. Birgitta will send out a proof to council for review. Printing companies are raising their rates due to the increase cost of gas etc. Reprint #125,000 copies @ \$15,000.00.

Southeast Idaho HCT Magazine

The HCT Magazine is printed and there are boxes of the magazine in the storage unit. If anyone needs some they can stop by and get them from the storage unit in Lava Hot Springs. They look beautiful. Thank you Birgitta. Birgitta sent all the advertisers a copy of the magazine.

Website Report

Webmaster Ann Yearsley reported on the website statistics. The unique visits are up 49% from last year. Google visits were up 39%. Direct visit was 146%, probably from Ads. 1000 more visits from Idaho than Utah. Utah usually beats out Idaho for visits. The Newsletter has an average 4054 opens. Visits in 2019 compared to 2021 before Covid we are down 7% but we are working our way back up now that events are coming back. The newsletter was sent to 74,689 recipients and was opened 4,054. Council can send new subjects to Ann to use in newsletters.

Events Status:

- Portneuf Wellness Center advertised their upcoming events for the summer. Families are starting to have reunions again. There has been a lot of interest on the website for reunions.
- Chrome in the Dome date change to Aug.
- Monster Truck
- Celebrate Blackfoot
- Shoshone Bannock posted their upcoming events.

Advertising Budget Status

HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)							
5/19/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
International/Canada							
\$ 6,875.00	Herrmann Global	Branded story & digital	N/A	1.1 mil+ imp and 5700 leads	spring		in production
\$ 2,575.00	Miles Media*	Canada West Multi-Channel Cmpn	ITC INTL/POKY		Jul-21		scheduled for July
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	ITC INTL/POKY		all year		in progress
\$ 3,750.00	MyYellowstonePark.com	Targeted Leads & road trip promo	N/A		Jan-21		complete
\$ 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	...	June 2021 (as borders open)		
\$ 22,762.50	subtotal Intl/Canada						
National							
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2021	pending
\$ 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 subtotal National							
Utah/Idaho							
\$ 7,943.44	Ogden & Tremonton Billboards	2 vinyls each spr/sum and fall/wtr	ID Potato Museum/ Butterfly Haven/IMNH/Downata/BLCVB		annual 13x conbtract		in progress
\$ 5,218.75	KSL Targeted Digital	Native content, email, display	n/a		May-21		
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year		
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad			Jan-21		complete
\$ 14,474.69 subtotal Utah/Idaho							
Special Interest-Snowmobiles, Trails, Birding							
\$ -	Living Bird Magazine	1/2 pg ad	BLCVB	...	Summer	-	pending
\$ -	Subtotal Special Interest						
\$ 59,893.44	Total						

- Billboards-artwork change. Birgitta would like to change the location of one of the billboards due to the visual of the current location is not the best.
- KSL digital campaign proposal-vacation package special \$600.00 which would include radio interview promotion week and promotional information and display ads. Great value. Tami Leonhardt highly recommends this advertising opportunity. Ann Yearsley said that when the Bear Lake's KSL ads come out visits to the website go way up. Email blasts and KSL radio are big in Utah. We would have six talking points with the advertising opportunity. Such as birding, water events etc. Birgitta and Tami will get together to discuss topics so that they do not repeat same information.

Other Business

1. SE ID Touring Adventures Guide-4-page pamphlet that includes our region in the West Yellowstone Loop. The pamphlet needs to be reprinted due to low quantity. Birgitta will update-revise the information in the pamphlet then email to council for review and input. This pamphlet is distributed at ABA (American Bus Association) and RMI (Rocky Mountain International) conferences to Tour Bus Operators-Companies.
2. Tami Leonhardt-State Parks campground on the east side of Bear Lake has done improvements such as new parking lot with approximately 200 parking spots. State Park charges @ \$15.00 per vehicle. This campground is located on the Idaho and Utah border east side of Bear Lake.

The Bear Lake Hot Springs Campground is not opening the campground, but the hot springs pools are open to public. Epic Recreation Company owns the Hot Springs and campground.

Next Meeting

The next meeting will be held on June 16, 2021 @ 10am at the Chuckwagon Restaurant in Lava Hot Springs.

Adjourn

Dan Lau made a motion to adjourn the meeting, Destiny seconded the motion. The meeting was adjourned at 11:04am.

Minutes by: Bridget Losee-HCT Secretary