



# Southeast Idaho High Country Tourism May 19, 2020 Minutes

The Southeast Idaho High Country Tourism Council of Region 5 held a Zoom meeting on May 19, 2020.

**Present**

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Tami Leonhardt, Kristen Jensen and Dan Lau Guests: Birgitta Bright, Andrea Rayburn, Matt Hunter and Ann Yearsley.

**Welcome and Introductions**

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

**Minutes**

The March 18, 2020 meeting minutes were emailed to council members. Tami Leonhardt made a motion to approve the March 18, 2020 minutes, Destiny Egley seconded the motion. The motion carried.

**Financial Status Report**

Grant Administrator Destiny Egley emailed the following financial reports:

SOUTHEAST IDAHO HIGH COUNTRY		04/30/20
<b>MONTHLY EXPENSE REPORT</b>		
<b>BANK BALANCE FORWARD</b>		
		<b>\$ 13,240.96</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
	DEPOSIT - RFF #1 2019 Grant	\$ 11,258.19
	DEPOSIT - Lava Hot Springs Chamber of Commerce AZ show	\$ 1,649.91
	DEPOSIT - City of Soda Springs Fishing Derby co-op ad	\$ 156.25
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	<b>Total Deposits</b>	<b>\$ 13,064.35</b>
<b>EXPENSES</b>		
	Advertising - Forrest Design Group	\$ 2,531.25
	Century Link - Telephone & Long Distance	\$ 52.71
	Website - Homeland Web Nov. - Dec.	\$ 503.50
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 3,857.83
	Meeting - Chuckwagon monthly meeting	\$ -
	Ron Gardner - Social Media Management	\$ 400.00
	Onspotsocial.com - Monthly fee for app to collect emails at shows	\$ 35.00
	Office Max - Office supplies	\$ 88.58
	Idaho Potato Museum - co-op ad in Yellowstone Journal	\$ 1,500.00
	Lava Hot Springs Foundation-Chambers portion of booth they pd HCT	\$ 539.00
		\$ -
		\$ -
		\$ -



4/21/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Certified folder shipment & 3 oz stamps	503.04		19,228.84
4/22/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Certified folder shipment	188.8		19,040.04
4/22/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Certified Folder shipment	243.65		18,796.39
4/23/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Certified Folder shipment	531.2		18,265.19
4/24/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment packets	100		18,165.19
4/28/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Certified Folder Shipment	464.1		17,701.09
4/29/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Certified Folder shipment	469.45		17,231.64
4/30/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment packets	100		17,131.64
4/30/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Certified folder shipment	334.2		16,797.44

<b>19-V-1</b>	<b>2019 GRANT</b>			Grant 8/1/19 -12/30/20			4/30/2020
<b>ELEMENTS</b>	<b>AWARDED</b>	<b>AMENDED</b>		<b>RCVD YTD</b>	<b>NEXT RFF</b>	<b>OBLIGATED</b>	<b>AVAILABLE</b>
Administration	\$ 2,000.00	\$ 2,000.00		\$ 302.99	\$ 133.85		\$ 1,563.16
Advertising-Co-ops-Collateral	\$ 101,674.00	\$ 95,174.00		\$ 7,257.50	\$ 5,160.97		\$ 82,755.53
Fulfillment	\$ 6,500.00	\$ 13,000.00		\$ 7,702.26	\$ 4,343.34		\$ 954.40
Website	\$ 12,250.00	\$ 12,250.00		\$ 2,181.77	\$ 35.00		\$ 10,033.23
Fam Tours & Site Visits	\$ 1,000.00	\$ 1,000.00		\$ -	\$ -		\$ 1,000.00
Trade and Travel Shows	\$ 12,000.00	\$ 12,000.00		\$ 6,234.10	\$ -		\$ 5,765.90
Training - Esto & ICORT	\$ 1,750.00	\$ 1,750.00		\$ -	\$ -		\$ 1,750.00
<b>TOTALS</b>	<b>\$ 137,174.00</b>	<b>\$ 137,174.00</b>		<b>\$ 23,678.62</b>	<b>\$ 9,673.16</b>		<b>\$ 103,822.22</b>
*Match requirement for year is -	\$ 17,146.75						
YTD Match received for year is -	\$ 10,779.00						
<b>Balance of Match still needed</b>	<b>\$ 6,367.75</b>						

Tami Leonhardt made a motion to approve the financial report as presented, Kathy Ray seconded the motion. The motion carried.

### **2019 & 2020 Grant Updates**

The Idaho Travel Council has asked HCT to revert funds from the 2019 grant that haven't been spent. Destiny Egley and Birgitta Bright have been going over the marketing budget to see what funds can be reverted back. The funds that are reverted back from 2019 grant can be requested by grant application in the 2020 grant. There is approximately \$28,000-\$30,000 that can be reverted back from 2019 grant budget. Birgitta and Destiny will look into State co-ops to see if there are more funds to revert.

Lava Hot Springs Chamber of Commerce submitted a grant application to ITC (Idaho Travel Council). ITC advised the Lava Hot Springs Chamber to work with HCT on advertising wellness. The Chamber will meet with Diane Norton, Matt Hunter, Devanee Morrison, Destiny Egley and Birgitta Bright to work out a plan of action as to not duplicate advertising to utilize the HCT grant budget and work with HCT. HCT has worked with the Lava Hot Spring Chamber of Commerce on advertising in the past with Lava Chamber Brochure reprint of \$1,000.00 and promoting local events. Communities can co-op with HCT on advertising items in marketing plan budget.

The Lava Hot Springs Foundation and HCT promotes Lava Hot Springs in publications. The Lava Hot Springs Foundation and Lava Chamber placed a co-op ad in the Idaho State Travel Guide.

Andrea Rayburn suggested using information sheets on what HCT is doing as far as advertising and present the sheets at monthly meetings. City Councils and County Commissioner could then have information on what HCT is doing with advertising. HCT website has a lot of the information to present to communities. We need to keep them apprised of events, brochures etc.

**Advertising Budget**

HIGH COUNTRY TOURISM ADVERTISING PLAN 2019-2020 (19-v-1)								
	5/19/2020	ADVERTISING ITEM	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
		<b>International/Canada</b>						
\$ 5,562.50	\$ -	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads	spring		revert
	\$ 2,575.00	Miles Media*	Canada West 2020 Spring	ITC/Vis Poc co-op		Mar-20		print complete
\$ 6,250.00	\$ -	Miles Media	VisitTheUSA Trips Page	Possible ITC VP/Other co-op		all year		revert
	\$ 3,750.00	MyYellowstonePark.com	1/2 pg ad & content Yellowston Jrnl FB, enews, online itinerary/content	ITC/VP Co-op		Jan-20		print complete
	\$ 2,500.00	MyYellowstonePark.com	1/2 pg trip planner & leads	ITC/VP Co-op	45k prnt/12k lds	Dec-20	10/1/2020	print complete
	\$ 812.50	Facebook/instagram	CANADA	n/a	...			
	\$ 9,637.50	<b>subtotal Intl/Canada</b>						
		<b>National</b>						
\$ 1,006.25	\$ -	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2020	revert
	\$ 1,875.00	Digital-reopening marketing	June-Dec 2020	n/a		Jun-Dec 2020		
\$ 5,500.00	\$ -	Idaho Travel Guide	Full page ad			Dec-20	9/1/2020	revert

	\$ 5,970.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary		20k/70k unq vis	win/spr/sum		complete
	\$ 7,845.00	<b>subtotal National</b>						
		<b>Utah/Idaho</b>						
	\$ 2,250.00	Salt Lake City Weekly	City Guide Full pg ad	co-op available		Mar 2020 & Oct 2020		printing pending
\$ 1,125.00	\$ -	Salt Lake City Weekly	Best of Utah Full pg ad			Mar 2020 & Oct 2021		revert
	\$ 812.50	Post Register	101 Things To Do	Bear Lake CVB	763,500 cume	feb-mar 2020		complete
\$ 3,125.00	\$ -	Radio Proposal-KSFI	61 sec spots w co-op feb-mar	Bear Lake CVB	763,500 cume	feb-mar 2021		revert
	\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...			
	\$ 328.13	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs				complete
	\$ 875.00	Pocatello Chamber magazine	1/2 pg ad	n/a		Jan-20		complete
	\$ 4,703.13	<b>subtotal Utah/Idaho</b>						
		<b>Special Interest-Snowmobiles, Trails, Birding</b>						
\$ 1,350.00	\$ -	DirtToys.com	pic of week sponsor 300x250 banner ad	n/a	...	jan-sept 2020		revert
\$ 1,125.00	\$ -	Snowest.com	pic of the week sponsor	n/a		jan-sept 2020		revert
	\$ 2,708.75	Living Bird/allaboutbirds.org	2 1/2 pg ads + digital	co-op available	...	March spring issue		complete
	\$ 2,708.75	<b>Subtotal Special Interest</b>						
\$ 25,043.75	\$ 24,894.38	<b>Total</b>						
	\$ 29,779.63	<b>Total to revert from advertising budget</b>	<b>Funds to revert/move to 2020 grant</b>					
	\$ 54,674.00	<b>Total adv budget line item</b>						

Matt Hunter is retiring from ITC (Idaho Travel Council). Matt will let everyone know when the position will open for applications. The position is appointed by the Governor.

### **Visitors Magazine**

Birgitta will start to sale advertising in the Visitors Magazine to cover the print cost of the magazine. It was suggested by council:

- ads be good for 2019 & 2020.
- Social media influencers in the ads.
- Come out in the fall 2019.
- Sell enough ads to cover the printing cost or we won't be able to move forward with magazine.

Kathy Ray made a motion that if we get enough adverting dollars to print the magazine then we move forward with the magazine in print and digital. Dan Lau seconded the motion. The motion carried.

Reopening Discussion:

- Leisure travel will possibly not be until end of month.
- Reopening phases focusing on language that clarify wording on how we are opening businesses and that customers make the choice to come to our area. Digital is great for this due-to we can change the wording-messaging daily.
- Focus on what makes Idaho special.
- Drive time-road trips 5-8 hours reasonable road trips.
- Show the sanitation of the business is going to be really important.
- Facebook live to advertise to consumers.
- BL-RVs record sales and campgrounds are seeing high reservations. Campgrounds are open currently. Campgrounds in Lava are open with guidelines.

Kathy Ray made a motion that if we get enough adverting dollars to print the magazine then we move forward with the magazine in print and digital. Dan Lau seconded the motion. The motion carried.

### **Website Report**

Webmaster Ann Yearsley emailed the website statistics to council.

- Outdoor activities are up on the website. Events are all down. Ann is tracking events to see if they have canceled or changed date of the event.
- Disclaimer on our events page? Check individual websites to check the status of events.
- American Fall Birding Festival-canceled. Kristen will have their webmaster mark the event as canceled.
- "Be kind" campaign to put the message out there that the customers should be considerate of other when in businesses?

**Other Business**

No other business reported.

**Next Meeting**

June 16<sup>th</sup> meeting or zoom?

**Adjourn**

Dan made a motion to adjourn the meeting, Destiny seconded the motion. The meeting was adjourned at 11:06 am.

Minutes by: Bridget Losee-HCT Secretary