



Southeast Idaho High Country Tourism November 16, 2022 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on November 16, 2022 at the Lava Hot Springs Foundation, 430 E. Main Street, Lava Hot Springs, Idaho.

Welcome and Introductions

President Tami Leonhardt called the meeting to order and welcomed all in attendance. Introduction were made by all members present.

Present

Attending were President Tami Leonhardt (teams), Vice President Molly Beseris, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Kristen Jensen, Debbie Dumont, Sherril Tillotson. Guest: Birgitta Bright, Ron Gardener and Ann Yearsley.

Minutes

The October 26, 2022 meeting minutes were emailed to the council for review. Sherril Tillotson made a motion to approve the October 26, 2022 meeting minutes, Destiny Egley seconded the motion. The motion carried unanimously.

Financial Status Report-Action Item

SOUTHEAST IDAHO HIGH COUNTRY			11/15/22
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			
			\$ 7,355.95
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - RFF #8 2021 GRANT		\$ 25,681.94
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	Total Deposits		\$ 25,681.94
EXPENSES			
	Advertising - Forrest Design Group	\$ 2,800.57	
	Century Link - Telephone & Long Distance	\$ 62.08	
	Website - Homeland Web	\$ 2,378.50	
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 143.42	
	Meeting - Mikes Market monthly meeting	\$ 22.91	
	Ron Gardner - Social Media Management	\$ 400.00	
	Morris Murdock Travel show 2023 booth regist. Sandy & St. George	\$ 1,395.00	
	Lava Chamber of Commerce - Brochure co-op	\$ 1,000.00	
	The Go Travel Sites - Go Idaho destination program	\$ 3,395.00	
	Certified Folder Display - annual brochure distribution contract	\$ 6,839.63	
	Office Max - office supplies	\$ 111.62	
	Lava Hot Springs KOA Gift Cert. - Social Media influencer giveaway	\$ 300.00	
	TOTAL EXPENDITURES	\$ 18,848.73	
BANK ENDING BALANCE			\$ 14,189.16
<u>Account Details As of 11/15/2022</u>			
IRELAND BANK			

	<u>E\$SENTIAL CHECKING ACCOUNT</u>		
	*****2529		
	\$19,829.82		

Register: IRELAND BANK CHECKING									
From 10/25/2022 through 11/15/2022									
Sorted by: Date, Type, Number/Ref									
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance	
10/25/2022	DB	Mike's Market	Meeting Meals	Refreshments for meeting	22.91	X		7,333.04	
10/27/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment	100	X		7,233.04	
10/27/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Brochures to IF visitors center Fulfillment 2021 Grant	19.25	X		7,213.79	
10/31/2022			GRANT AWARD	Deposit RFF #8 2021 Grant		X	25,681.94	32,895.73	
11/3/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	fulfillment packet sent	6.18			32,889.55	
11/3/2022	2869	Morris Murdock Travel	Accounts Payable	2023 St. George & SLC Utah Travel Expo show registration 2021 Grant RFF #7	1,395.00			31,494.55	
11/3/2022	2870	Lava Chamber of Commerce	Accounts Payable	Lava chamber brochure co-op 2021 Grant RFF #8 with \$12,173.21 cash match	1,000.00			30,494.55	
11/3/2022	2871	The Go Travel Sites	Accounts Payable	Go idaho destination program 2021 Grant RFF #8 Digital Advertising	3,395.00			27,099.55	
11/3/2022	2872	Certified Folder Display	Accounts Payable	04-0031655	6,839.63			20,259.92	
11/3/2022	2873	Forrest Design Group	Accounts Payable	Merlin films photoshoot/content collaboration 2021 Grant RFF #9	2,800.57			17,459.35	
11/3/2022	2874	Lumen	Accounts Payable	208-776-5155 903B	0.49			17,458.86	
11/9/2022	DB	Office Max	Administration:Supplies	Office supplies 2021 Grant Admin RFF #9	111.62			17,347.24	
11/9/2022	DB	Lava Hot Springs KOA	Prize Basket Items	Intsagram influencer giveaway gift cert.	300			17,047.24	
11/10/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99			17,029.25	
11/15/2022	2875	Ron Gardner	Accounts Payable	Social media management 2021 Grant RFF #9	400			16,629.25	
11/15/2022	2876	Homeland Web	Accounts Payable	October website maint., updates, newsletter and mngmt 2021 Grant RFF #9	2,378.50			14,250.75	
11/15/2022	2877	Century Link	Accounts Payable	Phone line charges Admin 2021 Grant RFF #9	61.59			14,189.16	

2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 12/30/2022			RFF's 1-8	Rev.11/15/2022
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 69%)	Telephone line, insurance, tax filing & office supplies	\$4,000.00	\$1,128.86	\$2,871.14
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, Sunset Mag.-Wellness Camp	\$22,500.00	\$22,032.50	\$467.50
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$10,000.00		\$10,000.00
2.3 Out of Home Advertising				
Billboards	Annual Billboard Contract and printing	\$8,000.00	\$625.00	\$7,375.00
2.4 Video Advertising				
Video/Digital	Video Creation & photography costs, Wellness video clip creations 4 seasons	\$19,522.00	\$1,000.00	\$18,522.00
OTT (Over the top TV)	Digital/Streaming OTT	\$8,000.00	\$3,187.50	\$4,812.50
2.6 Digital Advertising				

Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, WELLNESS SEO & Google ads	\$31,800.00	\$19,287.11	\$12,512.89
Other	KSL.com, Wellness creative content & digital display adv. & retargeting	\$14,805.00		\$14,805.00
10.2 Public Relations	Social media campaigns paid ads	\$1,200.00	\$119.44	\$1,080.56
Influencer Engagement	Social media influencer content & blog	\$8,000.00	\$5,486.93	\$2,513.07
Content Creation	Social media content creation	\$1,000.00	\$300.00	\$700.00
TOTAL BUDGET FOR FORREST DESIGN GROUP		\$124,827.00	\$52,038.48	\$72,788.52
5.0 Website - Homeland	Description - Vendors	Budget \$	Exp. to date	Balance
5.1 New Website creation	New website re-design including Wellness Campaign landing page	\$12,000.00	\$6,117.75	\$5,882.25
5.2 Other - Webhosting	webhosting renewals	\$600.00	\$214.55	\$385.45
Domain Name	Annual domain fees	\$150.00	\$100.00	\$50.00
Technical Upgrade	Web upgrades as needed for google analytics/changes	\$3,000.00		\$3,000.00
Maintenance	Web maint., plugins, web updates, newsletters & Wellness newsletters	\$9,500.00	\$8,065.32	\$1,434.68
TOTAL BUDGET FOR HOMELAND WEB		\$25,250.00	\$14,497.62	\$10,752.38
2.2 Print Advertising	Description - Vendors	Budget \$	Exp. to date	Balance
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.& Adv.	\$9,800.00	\$1,300.00	\$8,500.00
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,300.00	\$4,767.47	\$2,532.53
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$7,100.00	\$6,633.97	\$466.03
2.6 Digital Advertising				
Other-online advertising	Go Travel Sites-Go-ID lead generation & email campaign	\$3,395.00	\$3,395.00	\$0.00
6.0 FAM & Site Visits				
Familiarization Tour #1	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00		\$1,000.00
Familiarization Tour #2	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		\$1,000.00
8.0 Trade & Travel Shows				
8.1 Consumer Travel Show				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$12,482.40	-\$6,482.40
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00	\$893.94	\$5,156.06
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				
ICORT	Registration, Lodging and per diem	\$1,500.00	\$1,200.00	\$300.00
ESTO	Registration	\$1,500.00	\$1,200.00	\$300.00
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00	\$3,600.00	\$1,200.00
GRANT TOTAL		\$203,522.00	\$103,137.74	\$100,384.26

<u>TRAVEL SHOW NAME</u>	<u>DATES</u>	<u>BOOTH \$</u>	<u>P D</u>	<u>POWER</u>	<u>P D</u>	<u>LODGIN G</u>	<u>P D</u>	<u>FLIGH T</u>	<u>P D</u>	<u>PER DIE M</u>	<u>P D</u>	<u>TOTALS</u>	<u>Attendee s and Co-ops</u>
Utah Travel/Morris Murdock Show	1/25 & Jan. 27-28	\$1,395.00	X									\$1,395.00	
SLC RV Show	Feb. 16-19	\$2,000.00										\$2,000.00	Co-op with YTT
SLC Sportsmans Expo	March 16-19	\$1,425.00	X									\$1,425.00	
Experience Idaho Expo	5/6/2022	\$ 530.00	X									\$ 530.00	
Dallas Travel & Adventure Show	April 1-2, 2033	\$3,895.00	X									\$3,895.00	
												\$ -	
INTERNATIONAL SHOWS												\$ -	
International Roundup-IRU	April 23-26											\$ -	
Calgary Show Canada w/BLCVB	March 18-19	\$1,450.00										\$1,450.00	
TOTALS		\$10,695.00										\$10,695.00	

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

Brochure and Advertising co-op opportunities

Small Community Brochure requests will be accepted at the January 2023 meeting for council review and approval.

- Community Brochures Program Budget-\$7000.00 with a maximum of \$1000.00 per request.
- Community Advertising Program Budget-\$10,000 with a maximum of \$1500.00 per request.

HCT will fund up to.

- 87.5% for non-profit organizations.
- 50% for profit organizations.

The guidelines for the programs will be emailed to council members in December.

Requests for informational packets has really decreased, but they are still a great way to get our information out to visitors.

Linda Carol-Influencer-Giveaways

Birgitta will send certificates to Linda from the communities. Members can send the certificates to Birgitta.

Social Media Report-Ron Gardner

Ron mentioned that he could use input from council members on new information to post on social media so that he doesn't have to post the same information over and over again. He will start to post Christmas, Winter and Carnivals events.

- Birgitta mentioned that right now is a great time to start to let people know that they can start planning family memories, trips and travel.
- Cross Country Skiing and Snow Shoeing.
- Instagram visits were up dramatically. Profile is up 600%.
- Influencers: Sarah has been posting reels on Instagram. Birgitta saved the reels on our website so that Ron can get the reels to post. Ron liked the clips from Sarah of the Hot Springs that she visited. Merrillsonthemove-post have had a lot of views.
- Birgitta has been boosting Ron's posts.
- Mary Dawn that works for Birgitta can schedule out the posts on a calendar. Ron could create the content, and have it schedule to post, then Destiny can go in and add a post in real time.
- Destiny said that the council can use her photos that she has posted on social media.
- Facebook and Instagram are set up to follow all of our region's events and posts.

Lava Hot Springs upcoming events.

Gingerbread Walk

Fire and Ice Festival February 2023

Senior Dance

Christmas Lighting

Bear Brochures Discussion Pocatello Area

The Recreation Center in Pocatello brochure rack only has Idaho Fall information. Birgitta found out that it is Bear Brochures that fills the Pocatello Centers brochure racks.

Destiny spoke with Bear Brochures, and they deliver to 21 Pocatello locations.

- Pocatello Airport
- Pocatello Visitor Center
- Best Western Pocatello Inn
- Grand Idaho Inn and Suites

- Red Lion Hotel
- Super 8
- Thunderbird Motel
- Bannock County Event Center RV
- Batise Springs RV (seasonal)
- Cowboy RV Park
- Potter's Sinclair/Arctic Circle
- Outer Limits Fun Zone
- Zoo Idaho (seasonal)
- Community Recreation Center
- Pocatello Creek Chevron
- Tough Guy Lanes
- Les Schwab Tire Center (5th Ave)
- Les Schwab Tire Center (Yellowstone Ave)
- Grease Monkey (Yellowstone Ave)
- Grease Monkey (W Quinn Rd)
- Big O Tires

The cost is \$50.00 per month per brochure. Grant funds can't be used where Pocatello is within our region. We could partner with the other region 5 grantees with the cost of placement in the Bear Brochure racks in Pocatello. The annual cost of \$600.00 could be split 3 ways-\$200.00 per year for each of the following grantees-entities.

- 1.HCT-High Country Tourism Council
- 2.Visit Pocatello
- 3.Bear Lake CVB

The council discussed the option of having a HCT representative on the Pocatello Chamber of Commerce Board. Molly Besis mentioned that she would be interested in sitting on the Pocatello Chamber of Commerce Board. We will need to check into the Pocatello Chamber's Bylaws to see if HCT can be represented on their Board.

Advertising-Marketing Budget Status-Birgitta Bright

Birgitta Bright reported on the status of the advertising-marketing budget.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)								
Actual Spend	11/16/2022	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
Digital Advertising								
\$ 36,105.00								
\$ 2,575.00	\$ 2,575.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP		spring 2022		running
\$ 6,250.00	\$ 12,500.00	Programmatic Digital	all year-multi campaign					running
\$ 6,250.00	\$ 6,250.00	Miles Media	VisitTheUSA Yellowstone Page	VP/YTT		continuous		live

\$ -	\$ 6,250.00	Miles Media	VisitTheUSA Trips Page Updates			continuous		pending
\$ 4,993.75	\$ 4,993.75	MyYellowstonePark.com	Targeted Leads			1st half 2022		ongoing
\$ 5,000.00	\$ 5,000.00	MyYellowstonePark.com	1/2 pg ad in trip planner		40k	1st half 2022		complete
\$ 868.75	\$ 868.75	Northwest Travel nwtravelmag.com	Fall trip planner	N/A	lead+30kc/210kr	Aug/Sept/Oct 22		running
\$ 1,500.00	\$ 1,500.00	Northwest Travel nwtravelmag.com	E-newsletter	N/A	20,000	Sep-22		sent to Magazine
\$ 585.46	\$ 585.46	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		ongoing
\$ 850.00	\$ 1,000.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				ongoing
	\$ 41,522.96	subtotal Digital Advertising						
	Video Advertising							
	\$ 17,522.00							
\$ 4,800.57	\$ 9,522.00	Video creation and photography	schedule and itinerary with Merlin Films in process					OTT spots complete
\$ 4,375.00	\$ 8,000.00	Digital/OTT Streaming	:15 and :30	N/A		through Dec		ongoing
	\$ 17,522.00	subtotal Video Advertising						
	Print Advertising							
	\$ 26,000.00							
\$ -	\$ 1,250.00	RV Idaho 2023	1/2 page full color	Back Covr w LCOC		Oct-22	10/1/2022	complete

\$ -	\$ 3,750.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc					ongoing
\$ 5,437.50	\$ 5,437.50	2022 Idaho Travel Guide	Full page ad	N/A		annual		complete
\$ 1,250.00	\$ 1,250.00	Deseret Magazine	Full page ad	N/A		Nov-21		complete
\$ 1,125.00	\$ 1,125.00	Deseret News	1/2 pg 175 year Pioneer issue	N/A		Jul-22		complete
\$ 8,505.00	\$ 8,505.00	American Road Magazine	1/2 pg ads, dig itinerary, swpsts leads, vrtual roadtrip, getawy deals, vis gd promo, vid enhanc (\$1150/mo gratis)			wtr/spr/sum		complete
\$ 3,346.25	\$ 3,346.25	Northwest Travel & Life Magazine	1/2 pg ad		30k circ/210k rdr	Aug/Sept/Oct 22		complete
	\$ 24,663.75	subtotal Print Advertising						
Out of Home Advertising								
	\$ 8,000.00							
\$ 625.00	\$ 625.00	Ogden & Tremonton Billboards	2 billboards at Farr West (Ogden) and Tremonton	last period 12-27-21 to 1-23-22 from previous contract				cancelled
	\$ 625.00	subtotal Out of Home Adv.						
PR/social media								
	\$ 10,200.00							
\$ 5,486.88	\$ 5,486.88	Social Media Influencer	Merrills on the move			Posts complete		Visit complete
\$ 5,788.69	\$ 5,788.69	Social Media Influencer	Linda-Carol Spencer			Posts complete		Visit complete
\$ 2,128.50	\$ 2,500.00	Social Media Influencer	Sarah Rohrbach			Posts complete		Visit complete

\$ 300.00	\$ 300.00	Red Sky PR	International Lookbook photos					complete
	\$ 14,075.56	subtotal PR/social media						
Wellness Campaign								
	\$ 30,000.00							
\$ -	\$ 1,250.00	E-Newsletter		co-op available			4th quarter	
\$ -	\$ 3,125.00	Social media influencer /live event	vetting influencers	co-op available			4th quarter	
\$ 5,000.00	\$ 10,000.00	Programmatic Digital ads	running					in progress
\$ -	\$ 6,250.00	Video content/clips		co-op available			4th quarter	
\$ 1,725.00	\$ 1,875.00	Landing page	page built/adding featured listing	co-op available				complete
\$ -	\$ 7,500.00	National Wellness mag ad		co-op available			4th quarter	
	\$ 30,000.00	subtotal Wellness Campaign						
\$78,766.35	\$ 128,409.28	Total Obligated						
	\$ 127,827.00	Total Budget	Funds remaining to contract	\$ 27,074.43				

2022 Grant ongoing projects

- SE ID Magazine
- Trade Show Displays. Birgitta will send out display styles to the council for approval.
- Trade Show video on USB-jump drive. Birgitta will put Merlin's Films-Video "Letter from Home" Video on a USB drive to have at the Travel shows.
- Influencer Linda Carol has 10 videos that we can use.
- **Merrills on the move**-Influencers See if we can get the full rights to the photos.

Website Report-Ann Yearsley

Unique Visits are down 17.77% from last year. Google visits were down 13%. Direct visits were up 33%. Visits from Idaho and Utah are down. The most visited pages were events, the homepage, Haunted History Tours & Halloween events and lodging. 60% of visitors use cell phones.

Key Word Searches

1. Pocatello Haunted History Tour
2. Bear Lake Hot springs
3. Uncle Crackers Pocatello
4. Oneida Narrows

SE ID Trail Maps

Views 5,224 monthly per day 14.31

Snowmobile Maps

Views 957 monthly per day 2.62

Newsletter

Subject-Plan your Winter Vacation in Southeast Idaho.

Estimated opened 1828

Clicked 83

Unsubscribed 186

Gmail blocked 99.91% or 31,174 emails! Ann added HCT domain names to Google's verified sender list, but it did not help. Maybe we should consider replacing the newsletter with a Blog and run social media ads instead. Ann created a new Blog page and have posted 3 articles from Birgitta's HCT magazine. <https://idahohighcountry.org/blog/>.

Destiny reached out to our ITC rep Jeff Glissendorf to ask him what the state is doing with the issues with Google. He hasn't responded as of yet.

Birgitta-Sarah is writing two blogs for our website. Even though we are being blocked by google with some of our newsletter emails it is still cost effective. It is still a really good use of our funds. IP domain is blacklisted on Gmail. It is due to number of complaints. Ann winterized the home page on the new website with new winter pics.

Other Business

1. Soda Springs Winter Carnival will be held on the January 21,2023. Which will include a Poker Run and shooting contest etc. They are working to bring back the Soda Springs annual Fishing Derby.
2. RMI Great American West Marketing Show will be held April 23-26, 2023 in Boise Idaho. Birgitta will be working with them on the marketing \$7,500.00 This is a Regional international marketing travel show. We will need a couple volunteers.

Schedule Next Meeting

The next meeting will be held on January 19, 2022 @ 10am at the Lava Hot Springs Foundation Board Room.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Kristen Jensen seconded the motion. The meeting ended at 12:01pm.

Minutes by Bridget Losee

HCT Secretary