



<b>BANK ENDING BALANCE</b>			<b>\$ 26,195.40</b>
	Account Details As of 11/16/2021		
	IRELAND BANK		
	E\$SENTIAL CHECKING ACCOUNT		
	*****2529		
	\$51,293.98		

Register: IRELAND BANK CHECKING								
From 10/20/2021 through 11/16/2021								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
10/20/2021	DB	Chuckwagon	Meeting Meals	October HCT meeting	20	X		8,379.54
11/4/2021	DB	USPS- Postmaster	Fulfillment- Direct Mail & Email:Postage	3 oz stamps for fulfillment 2021 Grant RFF #7	58.8			8,320.74
11/15/2021			-split-	Deposit RFF #5 & 6			42,990.49	51,311.23
11/15/2021	DB	Stamps.com	Fulfillment- Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99			51,293.24
11/16/2021	2796	Forrest Design Group	Accounts Payable		18,929.87			32,363.37
11/16/2021	2797	The Go Travel Sites	Accounts Payable	Annual go-idaho.com destination program with lead generation 2021 Grant RFF #1	3,395.00			28,968.37
11/16/2021	2798	Lava Chamber of Commerce	Accounts Payable	Advertsing co-op 2020 Grant RFF #7	2,000.00			26,968.37
11/16/2021	2799	Lumen	Accounts Payable	208-776-5155 903B	0.75			26,967.62
11/16/2021	2800	Lumen	Accounts Payable	208-776-5155 903B	57.22			26,910.40
11/16/2021	2801	Ron Gardner	Accounts Payable	Social media management 2020 Grant RFF #7	400			26,510.40
11/16/2021	2802	Homeland Web	Accounts Payable	October website management & newsletters 2020 Grant RFF #7	315			26,195.40

<b>2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 9/30/2022</b>				Rev. 11/16/21
<b>1.8 Administration</b>	<b>Description</b>	<b>Budget \$</b>	<b>Exp. to date</b>	<b>Balance</b>
Overhead (apport. value 69%)	Telephone line, insurance, tax filing & office supplies	\$4,000.00	\$66.66	<b>\$3,933.34</b>
<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	\$16,000.00		<b>\$16,000.00</b>
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$10,000.00		<b>\$10,000.00</b>
2.3 Out of Home Advertising				
Billboards	Annual Billboard Contract and printing	\$8,000.00		<b>\$8,000.00</b>
2.4 Video Advertising				

Video/Digital	Video Creation & photography costs	\$9,522.00		\$9,522.00
OTT (Over the top TV)	Digital/Streaming OTT	\$8,000.00		\$8,000.00
<b>2.6 Digital Advertising</b>				
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP	\$30,300.00		\$30,300.00
Other	KSL.com	\$5,805.00		\$5,805.00
<b>10.2 Public Relations</b>				
Influencer Engagement	Social media campaigns paid ads	\$1,200.00		\$1,200.00
Content Creation	Social media influencer content & blog	\$8,000.00		\$8,000.00
	Social media content creation	\$1,000.00		\$1,000.00
	<b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>	<b>\$97,827.00</b>	<b>\$0.00</b>	<b>\$97,827.00</b>
<b>5.0 Website - Homeland</b>	<b>Description - Vendors</b>	<b>Budget \$</b>	<b>Exp. to date</b>	<b>Balance</b>
5.1 New Website creation	New website re-design	\$10,000.00		\$10,000.00
<b>5.2 Other - Webhosting</b>				
Domain Name	webhosting renewals	\$600.00		\$600.00
Technical Upgrade	Annual domain fees	\$150.00		\$150.00
Maintenance	Web upgrades as needed for google analytics/changes	\$3,000.00		\$3,000.00
	Web maint., plugins, web updates, newsletters	\$8,500.00	\$624.36	\$7,875.64
	<b>TOTAL BUDGET FOR HOMELAND WEB</b>	<b>\$22,250.00</b>	<b>\$624.36</b>	<b>\$21,625.64</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.	\$9,800.00		\$9,800.00
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,300.00		\$7,300.00
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$7,100.00	\$1,026.95	\$6,073.05
<b>2.6 Digital Advertising</b>				
Other-online advertising	Go Travel Sites-Go-ID lead generation & email campaign	\$3,395.00	\$3,395.00	\$0.00
<b>6.0 FAM &amp; Site Visits</b>				
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
<b>8.0 Trade &amp; Travel Shows</b>				
<b>8.1 Consumer Travel Show</b>				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00		\$6,000.00
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00		\$6,050.00
<b>10.0 Other Allowed Costs</b>				
<b>10.1 Training &amp; Prof. Dev.</b>				
ICORT	Registration, Lodging and per diem	\$1,500.00		\$1,500.00
ESTO	Registration	\$1,500.00		\$1,500.00
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00		\$4,800.00
	<b>GRANT TOTAL</b>	<b>\$173,522.00</b>	<b>\$5,112.97</b>	<b>\$168,409.03</b>
	<b>CASH MATCH OBLIGATION</b>	<b>\$22,200.00</b>	<b>\$0.00</b>	<b>\$22,200.00</b>

	SOUTHEAST IDAHO HIGH COUNTRY TOURISM GRANT STATUS		
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20-V-1 2020 GRANT		Grant 8/1/20 - 12/30/21				Rev. 11/16/2021
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE
Administration	\$ 3,000.00	\$ 3,000.00	\$ 1,495.81	\$ 114.44	\$ -	\$ 1,389.75
Advertising-Co-ops-Collateral	\$ 79,689.00	\$ 94,687.76	\$ 63,268.52	\$ 3,025.00	\$ 27,920.80	\$ 473.44
Fulfillment	\$ 14,800.00	\$ 14,170.00	\$ 12,992.30	\$ 135.45	\$ 944.40	\$ 97.85
Website	\$ 10,600.00	\$ 7,069.32	\$ 5,215.92	\$ 315.00	\$ 1,185.00	\$ 353.40
Fam Tours & Site Visits	\$ 1,000.00	\$ 106.92	\$ 106.92	\$ -	\$ -	\$ -
Trade and Travel Shows	\$ 11,500.00	\$ 6,955.00	\$ 5,460.00	\$ 1,495.00	\$ -	\$ -
Training Esto & ICORT & Influencer	\$ 5,400.00	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTALS</b>	<b>\$ 25,989.00</b>	<b>\$ 125,989.00</b>	<b>\$ 88,539.47</b>	<b>\$ 5,084.89</b>	<b>\$ 30,050.20</b>	<b>\$ 2,314.44</b>
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ 16,481.72					
<b>Balance of Match still needed</b>	<b>\$ (731.72)</b>					
<b>SOCIAL MEDIA REPORT</b>						
Most liked - Oct. '21						
621 -10/12 - Highway Dept traffic cams show road conditions (snow day)						
414 -10/06 - Haunted History tours in Pocatello						
316 -10/20 - Looking for a good time? use our Plan My Trip link						
283 -10/28 - long list of fun things to do Halloween weekend/pocatello						
258 -10/18 - Special weather statement						
253 - 10/03 - Iconic Idaho photos						

**Advertising opportunity**

Morris Murdock Travel Show program full-page ad-\$900.00, 1/2-page ad-\$500.00 Ad space deadline is end of November.

Kristen Jensen made a motion to purchase a full-page ad in the Morris Murdock Travel Show program for \$900.00, Tami Leonhardt seconded the motion. The motion carried unanimously.

Kristen Jensen made a motion to approve the financial report as presented, Tami Leonhardt seconded the motion. The motion carried unanimously.

**Certified Folder Contract Renewal-Destiny Egley**

Certified Folder Brochure Distribution: Budget \$8,000.00

Certified Folder Contract \$7,098.32

Bear Brochures \$1,000.00

Total \$8,098.32

The current Certified Folder contract includes brochure distribution to the following locations: Salt Lake City, Yellowstone Route, Boise, Sun Valley-Twin Falls, Idaho Falls-Pocatello and American Falls. Do we want to add other locations such as Wyoming or Montana? If so, we would have to look at the budget and shift funds to cover the additional areas. The council agreed to not add the additional areas to the contract.

**Advertising-Marketing Budget Status-Birgitta Bright**

Birgitta Bright presented the advertising budget reports.

## HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)

11/17/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>Digital Advertising</b>							
<b>\$ 36,105.00</b>							
\$ 2,575.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP ?				
\$ 12,500.00	Programmatic Digital	all year-multi campaign					
\$ -							
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page Updates					
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads & road trip promo					
\$ 5,000.00	MyYellowstonePark.com	1/2 pg ad in trip planner					
\$ 1,000.00	Paid Social Media Advertising	CANADA/SLC/BOISE					
<b>\$ 32,318.75</b>	<b>subtotal Digital Advertising</b>						
<b>Video Advertising</b>							
<b>\$ 17,522.00</b>							
\$ 9,522.00	Video creation and photography						
\$ 8,000.00	Digital/OTT Streaming						
<b>\$ 17,522.00</b>	<b>subtotal Video Advertising</b>						
<b>Print Advertising</b>							
<b>\$ 26,000.00</b>							
\$ 1,250.00	RV Idaho 2023	1/2 page full color			Oct-22	10/1/2021	
\$ 10,000.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc					
\$ 5,500.00	2023 Idaho Travel Guide	Full page ad			annual	8/1/2022	
\$ 8,505.00	American Road Magazine	1/2 pg ads, online itinerary, sweepstakes ben, virtual road trip, getaway deals, vis gd promo, video enhancemnt (\$1150/mo gratis)			fall/wtr/spr/sum		
<b>\$ 25,255.00</b>	<b>subtotal Print Advertising</b>						

Out of Home Advertising							
<b>\$ 8,000.00</b>							
\$ 6,215.48	Ogden & Tremonton Billboards						
<b>\$ 6,215.48 subtotal Out of Home Adv.</b>							
PR/Social Media							
<b>\$ 10,200.00</b>							
\$ 8,000.00	Social Media Influencer						
\$ 2,200.00	Social Media Content						
<b>\$ 10,200.00 subtotal PR/Social Media</b>							
<b>\$ 91,511.23 Total Obligated</b>							
<b>\$ 97,827.00 Total Budget</b>							
<b>\$ 6,315.77 Total Remaining</b>							

HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)							
11/17/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>International/Canada</b>							
\$ 6,875.00	Herrmann Global	Branded story & digital	N/A	1.1 mil+ imp and 5700 leads	spring		complete
\$ 2,575.00	Miles Media	Canada West Multi-Channel Cmpn	ITC INTL/POKY		Jul-21		in progress
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	ITC INTL/POKY		all year		live/complete
\$ 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	...			in progress
<b>\$ 22,762.50 subtotal Intl/Canada</b>							
<b>National</b>							
\$ 1,006.25	RV Idaho 2022	1/2 page full color	n/a	...	annual	10/1/2020	pending

\$ 10,000.00	Programmatic Digital	all year-multi campaign	n/a		All year		complete
\$ 5,500.00	Idaho Travel Guide	Full page ad			Jan-21	9/24/2020	complete
\$ 9,225.00	American Road Magazine	2/3 pg ads, 9 mo online itinerary	--	20k/70k unq vis	win/spr/sum		complete
<b>\$ 25,731.25 subtotal National</b>							
<b>Utah/Idaho</b>							
\$ 7,943.44	Ogden & Tremonton Billboards	2 vinyls each spr/sum and fall/wtr	ID Potato Museum/ Butterfly Haven/IMNH/Downata/BLCV B		annual 13x conbtract		in progress
\$ 5,218.75	KSL Targeted Digital	Native content, email, display	n/a		May-21	n/a	complete
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year		in progress
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad			Jan-21		complete
<b>\$ 14,474.69 subtotal Utah/Idaho</b>							
<b>Misc Advertising/Marketing Items</b>							
\$ 1,000.00	Animate HCT Logo						in progress
\$ 1,000.00	Issuu.com	Annual subscription and prep stories for social media					in progress
\$ 712.00	Tour Bus Operator Guides to SE Idaho	condense to 4 tours, add contact info, new text/photos					in progress
\$ 500.00	Additional Trade Show Display	for use at simultaneous shows					in progress
<b>\$ 3,212.00 subtotal Misc</b>							
<b>\$ 66,180.44 Total</b>							

American road Magazine is offering members of HCT a 50% discount on advertising. The leads build up the website database. The newsletter has 80,000 visits. Open rate 8.54%. If interested in this advertising opportunity contact Birgitta Bright.

### Website Report-Ann Yearsley

Ann Yearsley attended the meeting by conference call. Ann emailed the website statistics to the council.

Newsletter-untrackable contacts. Apple, Google-Chrome and Firefox are blocking cookies that let us know if customers view the newsletter, etc. We don't know how many on apple devices opened the newsletter. This could affect the landing pages and marketing on the website. The website got migrated over to GoDaddy. The pages are loading faster it is looking good.

**Website Stats:**

- Google searches are down over 1000 from last year. Direct Visits were up, probably from ads. Most visits came from Idaho and Utah. Most visited pages were Halloween events, ATV and recreation. Newsletter opens were above average with untrackable opens added back in.
- It will be harder to track the visits to the landing pages on the website.
- We can look at the businesses stats to know how many visits they are getting.
- Visits in 2019 compared to 2021 before Covid were only down 1.54%
- 67% of visitors are on smart phone.

It was suggested that we see what the State is doing to track visits then follow what they are doing. Destiny will reach out to the State to see what we can do. Madden Media is the State's marketing company.

**Wellness Campaign Presentation-Lava Chamber of Commerce**

ITC (Idaho Travel Council) representative Jeff Glissendorf notified the council at the October meeting that there were \$47,000.00 supplemental funds available in Region 5. The council has the option to request the funds or revert them back for 2022 grant.

The council discussed requesting the supplemental funds for a regional wellness program. High Country would create a wellness landing page on their website.

**Wellness Campaign Activities-Categories**

- Health
- Nutrition
- Fitness
- Eco and Adventure
- Personal Growth
- Spiritual and Connection
- Mind-Body (Yoga studios and martial arts studio)
- Spa and Beauty

Lava Hot Springs Chamber of Commerce representatives Sherril Tillotson and Brandon De Los Reyes informed the council that the Lava Chamber approved partnering with High Country Tourism on a wellness campaign. Sherril Tillotson said that the Lava Chamber approved \$3,750.00 for partnering or purchasing ads towards a regional wellness campaign.

Matt Hunter made a motion for High Country Tourism Council to request the \$30,000.00 supplemental funds for a regional wellness campaign. Tami Leonhardt seconded the motion. The motion carried unanimously.

**Other Business**

- **2022 Travel Shows**

<u>CONSUMER TRAVEL SHOW</u>	<u>DATES</u>	<u>Attendees and Co-ops</u>
Utah Travel Expo/Morris Murdock	Jan.26 & Jan. 28-29	Kristen - St. George, Tami & Kristen - Sandy
SLC RV Show w/YTT	February 17 - 20	Tami, Kristen
SLC Sportsman's Expo	March 17-20	Kristen 17th&18th, Destiny



<b>INTERNATIONAL SHOWS</b>		
American Bus Association	January 8 - 11	Tish Dahmen - Grapevine TX
Go West	February 14-18	Birgitta
Calgary Show in Canada w/VP	March 19-20	
Canadian Snowbird Show	TBA	

We still need volunteers to attend the trade shows. If interested, please let Destiny Egley know and she will add you to the attendee list.

- YTT- (Yellowstone Teton Territory) hopefully have a connecting booth with them.
- We would like to have a Fish and Game Rep attend the sportsman show. Destiny has reached out to them to see if they would want to send a rep.

**Schedule Next Meeting**

The next meeting will be held on January 19, 2022 @ 10am at the Chuckwagon Restaurant in Lava Hot Springs.

**Adjourn**

Destiny Egley made a motion to adjourn the meeting, Tami Leonhardt seconded the motion. The meeting was adjourned at 12:10 pm.

Minutes by: Bridget Losee, HCT Secretary