



# Southeast Idaho High Country Tourism November 20, 2019 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday November 20, 2019 at 9:00 am at the Chuckwagon Restaurant in Lava Hot Springs.

**Present**

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Randy L' Teton, Dan Lau, Kristen Jensen, Darlene Downs, Tami Leonhardt, Colista Eagle and Tish Dahmen. Guest: Birgitta Bright and Matt Hunter.

**Welcome and Introductions**

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

**Minutes**

The council reviewed the October 16, 2019 meeting minutes. After review; Tami Leonhardt made a motion to approve the minutes, Destiny Egley seconded the motion. The motion carried.

**Financial Status Report**

Grant Administrator Destiny Egley went over the following financial reports:

SOUTHEAST IDAHO HIGH COUNTRY			11/17/19
<b>MONTHLY EXPENSE REPORT</b>			
<b>BANK BALANCE FORWARD</b>			<b>\$ 32,839.14</b>
<b>DEPOSITS/REIMBURSEMENTS</b>			
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	<b>Total Deposits</b>		<b>\$ -</b>
<b>EXPENSES</b>			
	Advertising - Forrest Design Group	\$ 2,985.00	
	Century Link - Telephone & Long Distance	\$ 53.51	
	Website - Homeland Web	\$ 712.50	
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 168.99	
	Meeting - Chuckwagon monthly meeting	\$ 20.00	
	Ron Gardner - Social Media Management	\$ 400.00	
	Sun Valley Resort - Balance of Lodging for ICORT Conference Destiny	\$ 320.54	
	Destiny Egley - Per Diem reimbursement for ICORT Conference	\$ 371.00	
	Mimi Payne Photography - Oneida Narrows and Preston areas	\$ 500.00	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	

		<b>TOTAL EXPENDITURES</b>	<b>\$ 5,531.54</b>
<b>BANK ENDING BALANCE</b>			<b>\$ 27,307.60</b>
Account Details As of 11/17/2019			
IRELAND BANK			
E\$SENTIAL CHECKING ACCOUNT			
*****2529			
\$27,307.60			

Register: IRELAND BANK CHECKING								
From 10/16/2019 through 11/19/2019								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
10/16/2019	DB	Chuckwagon	Meeting Meals	October meeting	20	X		32,819.14
10/24/2019	DB	Sun Valley Resort	Other Allowable Costs - Regist.	Balance of lodging for ICORT 2019	320.54	X		32,498.60
10/24/2019	2628	Void Check	Miscellaneous			X		32,498.60
10/24/2019	2629	Destiny Egley	Other Allowable Costs - Regist.	ICORT travel reimb. for mileage and per diem	371	X		32,127.60
10/24/2019	2630	Mimi Payne Photography	Accounts Payable	Preston photos and editing for HCT	500			31,627.60
10/28/2019	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3 books 3 oz stamps for fulfillment	51	X		31,576.60
11/6/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email:Postage	Postage on account for fulfillment	100			31,476.60
11/9/2019	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99			31,458.61
11/13/2019	2631	Century Link	Accounts Payable	208-776-5155 903B	1.68			31,456.93
11/13/2019	2632	Century Link	Accounts Payable	208-776-5155 903B	51.83			31,405.10
11/13/2019	2633	Ron Gardner	Accounts Payable	Social media management FB and Instagram	400			31,005.10
11/13/2019	2634	Forrest Design Group	Accounts Payable	Fall 2019 Am. Rd. Mag 2/3rd pg ad 2018 Grant RFF #6	2,985.00			28,020.10
11/13/2019	2635	Homeland Web	Accounts Payable	October web maint. and updates, news letter and FB 2018 RFF #6	712.5			27,307.60

## Facebook Social Media Notes

### Most Liked posts in Oct. 2019

704 - 10/02 - Oktoberfest in LHS

662 - 10/01 - Iconic Idaho photos

504 - 10/31 - Halloween graphic - have fun

468 - 10/28 - hazardous driving on I-15

413 - 10/29 - LHS pools sure look inviting (video)

409 - 10/31 - Video about Bear Lake Monster (for Halloween)

18-V-1	2018 GRANT	Grant 8/1/18 -12/31/19				11/19/2019	
		AWARDED	AMENDED	RCVD YTD	NEXT RFF		OBLIGATED
	Administration	\$ 12,000.00	\$ 2,000.00	\$ 1,004.49	\$ 51.31	\$ 104.69	\$ 839.51
	Advertising-Co-ops-Collateral	\$ 75,697.00	\$ 93,812.14	\$ 58,962.78	\$ 4,462.50	\$ 26,237.29	\$ 4,149.57

Fulfillment	\$ 10,000.00	\$ 4,100.00	\$ 2,978.94	\$ -	\$ 208.00	\$ 913.06
Website	\$ 12,200.00	\$ 12,200.00	\$ 9,088.75	\$ -	\$ 2,000.00	\$ 1,111.25
Fam Tours & Site Visits	\$ 1,500.00	\$ 763.05	\$ 763.05	\$ -	\$ -	\$ -
Sponsorships	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -
Trade and Travel Shows	\$ 12,000.00	\$ 13,400.00	\$ 7,927.48	\$ -	\$ 5,472.52	\$ -
Capital Outlay & Software	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ -
Training - Esto & ICORT	\$ 1,500.00	\$ 1,621.81	\$ 1,621.81	\$ -	\$ -	\$ -
<b>TOTALS</b>	<b>\$ 128,397.00</b>	<b>\$ 128,397.00</b>	<b>\$ 82,847.30</b>	<b>\$ 4,513.81</b>	<b>\$ 34,022.50</b>	<b>\$ 7,013.39</b>
*Match requirement for year is -	\$ 16,050.00					
YTD Match received for year is -	\$ 17,607.59					
<b>Match Balance</b>	<b>\$ (1,557.59)</b>					
<b>OBLIGATED AMOUNTS</b> - Administration - estimated phone line charges until December						
Advertising - FDG \$23,321.89, Fishing & Birding brochures \$2115.40 & Social Media \$800						
Fulfillment - estimated monthly mailing until December						
Website - estimated monthly expenses for website						
Trade & Travel Shows - YTT co-op of travel shows not sure of costs, 1/2 for Calgary need billing from Birgitta and						
\$845 for trade show displays may need to use other funds in above elements to cover all these costs						
<b>19-V-1</b>	<b>2019 GRANT</b>				Grant 8/1/19 -9/30/20	11/17/2019
	<b>ELEMENTS</b>	<b>AWARDED</b>	<b>RCVD YTD</b>	<b>NEXT RFF</b>	<b>OBLIGATED</b>	<b>AVAILABLE</b>
	Administration	\$ 2,000.00				\$ 2,000.00
	Advertising-Co-ops-Collateral	\$ 101,674.00		\$ 2,345.00		\$ 99,329.00
	Fulfillment	\$ 6,500.00				\$ 6,500.00
	Website	\$ 12,250.00		\$ 168.01		\$ 12,081.99
	Fam Tours & Site Visits	\$ 1,000.00				\$ 1,000.00
	Trade and Travel Shows	\$ 12,000.00				\$ 12,000.00
	Trainin - Esto & ICORT	\$ 1,750.00				\$ 1,750.00
	<b>TOTALS</b>	<b>\$ 137,174.00</b>		<b>\$ 2,513.01</b>		<b>\$ 134,660.99</b>
	*Match requirement for year is -	\$ 17,146.75				
	YTD Match received for year is -	\$ -				
	<b>Match Balance</b>	<b>\$ 17,146.75</b>				

Kathy Ray made a motion to approve the Financial Status Report as presented, Kristen Jensen seconded the motion. The motion carried.

**Advertising Budget**

High Country Tourism Marketing Plan 2018-2019 (18-v-1)							
9/18/2019	ADVERTISING ITEM	DESCRIPTION	co-op partners	CIRCULATION	RUN DATE	AD MATERIAL DUE	status
\$ 5,465.63	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads			complete
\$ 2,575.00	Miles Media	Canada West 2019 Spring	ITC co-op				complete
\$ 3,750.00	MyYellowstonePark.com	1/2 pg. Yellowstone Journal & leads	Visit Idaho Co-op		Mar-19	Jan-19	complete
\$ 3,750.00	MyYellowstonePark.com	eblast, banner ads, FB posts		145k/200imp	12-18/1-19	Nov-18	complete

\$ 1,125.00	Salt Lake City Weekly	City Guide Full page ad	Bear Lake/Downata		Mar-19	3/22/19	complete
\$ 2,250.00	Salt Lake City Weekly	Best of Utah Full page ad			Oct-19	11/12019	
\$ 3,000.00	Digital campaign	Utah Families			Nov-19		
\$ 8,955.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary	none at this time	20k/70k unq vis	win 2018, spr, sum 2019		complete
\$ 6,250.00	Great American West Consortium	Associated Publication	tbd	tbd	tbd		
\$ 1,249.98	Zions Bank Community Magazine	Jan/Feb 2019 Full page ad	LHSF/BL/Dwnt a		Jan-19	12/18/2019	complete
\$ 593.75	Zions Bank Community Mag	Nov/Dec 2019 full page ad	ShoBan		Nov 19	10/15/2019	complete
\$ 375.00	Soda Springs Fishing Derby co-op	Idaho Stte Journal adv	Soda Springs				complete
\$ 875.00	livability magazine	1/2 pg ad					complete
\$ 1,895.00	go-idaho travel sites	leads and web presence					complete
\$ 5,437.31	Idaho Travel Guide	Full page ad				9/20/2019	complete
\$ 4,639.00	Radio Proposal-KSFI	60 sec spots w co-op jan-feb		763,500 cume	11-5-18 to 2-4-19		complete
\$ 1,006.25	RV Idaho	1/2 page full color	n/a	...	annual		complete
\$ 1,350.00	Dirt Toys	pic of week sponsor 300x250 banner ad	n/a	...	jan-se pt 2019		complete
\$ 1,105.00	Snowest	pic of the week sponsor	n/a		jan-se pt 2019		complete
\$ 2,095.50	Living Bird/allaboutbirds.org	1 print ad and digital	BL \$600 print?	...			complete
\$ 4,062.00	SnowGoer Magazine	2/3 pg Dec issue & Editorial	n/a			12/1/19	complete
\$ 937.50	Facebook/instagram	CANADA, SLC, BOI	n/a	...			ongoing
\$ 2,500.00	Calgary Metro	CANADA native ad bundle	n/a	...			ongoing
<b>\$ 65,242.42</b>	<b>Total</b>						

**\$(3,845.42) Available**

**\$ 61,397.00 Total Budget**

### **ICORT Report**

Idaho Conference on Recreation and Tourism (ICORT) was held in Sun Valley October 21-23, 2019. Matt Hunter, Destiny Egley, Birgitta Bright, Kristen Jensen and Tish Dahmen attended the conference. They reported that it was a good conference with great speakers and breakout sessions. Matt Hunter attended the ITC Meeting last day of conference; The HCT co-op advertising with the State of Idaho and the Budget Amendment was approved for the shift of \$10,000 from Administration to Advertising.

2020 ICORT will be held in Boise on October 19-21.

### **Go-Idaho Travel Sites Email Program**

The Email Response (eResponse) program is the newest feature on The Go Travel Sites and was developed in 2019. This program works great in addition to the lead generation program, which collects the names, email and home addresses of interested visitors. When users of the Go Websites request more travel information to help plan their trip to our area, a quick response email is generated and sent out to the email address they provided. This program has a valuable ROI. The program cost is \$1,500.00 annually. The goal is to target travelers who are already in the planning process to receive relevant travel information via email and increase engagement and give a better chance of staying top of mind for future trips.

BLCVB (Bear Lake CVB) Tami Leonhardt has worked with the Go Idaho email program for a couple of years and said that it is worth the cost. Go-Idaho emails are specific qualified leads for our region. Chris Newton from Go Idaho follows up with Tami frequently for updates, changes, etc.

Tish Dahmen made a motion to go with The Go-Travel Sites for our email program, Kathy Ray seconded the motion. The motion carried.

### **Trade Show Displays-Swag Proofs**

Birgitta brought swag proofs for the council to view-approve. Birgitta is still tweaking the design of the swag items. Birgitta will email the quotes to council on the swag items before January 15, 2020 Meeting.

#### **Travel Shows:**

- Utah Travel Expo-Jan 10-11 Layton, Utah Tami Leonhardt & Pocatello Rep.
- Morris Murdock Travel Show-Jan 23 St George & Jan 25-26 Sandy, UT-Kristen Jensen.
- ABA American Bus Association Jan 26-29 Louisville, Ky Tish Dahmen.
- Utah Sportsman's Vacation RV February 13-16 Sandy, Ut Reps- Bridget, Tish Dahmen, Tami Leonhardt.
- International Sportsman Expo Sandy, UT March 19-22 Destiny, Tish and Tami.

#### **International Roundup (IRU)**

- Theme: Western Cultural Experience
- Date: April 26-29, 2020
- Location: Casper Wyoming
- Cost: \$650.00 first rep-\$325.00 second rep.
- Co-op: Visit Pocatello
- HCT rep: Tami Leonhardt

- Pocatello rep: ?

Destiny Egley made a motion to attend the IRU (International Roundup) with Visit Pocatello Representative, Dan Lau seconded the motion. The motion carried.

### **Website Report**

Ann emailed the website statistics to council:

- Unique Visitors are down almost 1000 or 10.33%.
- Google searches are down about 1500 over last year!
- Facebook visits were up. Ann stopped the ads after people quit clicking at \$83.44 and turned the rest of ads over to Birgitta Most clicks were from women over the age of 65. Idaho, Wyoming, Nevada and Colorado were targeted. There was 20 new Facebook Like and people reached was up 225%.
- 62% of our visitors are on smart phones.

### **Other Business**

1. ITC's (Idaho Travel Council) Tourism Tour will meet March 10th in Idaho Falls.
2. Soda Springs Fish Derby Ad: Dan Lau won't be at January Meeting. Soda Springs will submit a Fishing Brochure Application for the Small Community Advertising Program funds to reprint the Fishing Derby Brochure.
3. Darlene presented pictures from a man that visits Downata for use on advertisements and brochures. Darlene will email more information to council.
4. Randy L' Teton- The Shoshone Bannock Tribes are not pursuing a golf course project, they are focusing on infrastructure, community improvements and fire safety. Structural improvement of the Tribal Museum and pathway around the Museum.
5. Idaho Traveler Book: Doug Copsey writer of the Idaho Traveler Book wants to revisit our region on a book tour. PBS series of each town in the book. He would like to come and meet with council at the January 15, 2020 meeting.  
Website: idahotraveler.com.
6. Kathy Ray thanked the council for the "Letters of Support" for BRHA's (Bear River Heritage Area) National Designation. Farm Bureau has opposition to BRHA's National Designation.
7. Winter Photo Topics- Council needs to get photo topics to Birgitta Bright for Advertising. Birgitta will then create a list of photo options for photographer.
8. Community Brochure and Community advertising applications will need to be submitted to council at the January 2020 Meeting.

### **Next Meeting**

#### **No December Meeting.**

The next meeting will be held on January 15, 2020 at Chuckwagon Restaurant in Lava Hot Springs at 9:00am.

### **Adjourn**

Destiny Egley made a motion to adjourn the meeting, Dan Lau seconded the motion. The meeting was adjourned at 10:58am.

Minutes by: Bridget Losee-HCT Secretary