



Southeast Idaho High Country Tourism November 29, 2023 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on November 29, 2023 at the Lava Hot Springs Foundation Board Room 430 E. Main Street Lava Hot Springs, Idaho.

Welcome and Introductions

President Tami Leonhardt called the meeting to order and welcomed all in attendance.

Present

President Tami Leonhardt, Vice President Molly Beseris, Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Jeff Glissendorf, Kristen Jensen, Tyson Koester. Guests: MaryDawn Barnard, Crystal Nelson-ITC Rep. Ann Yearsley and Birgitta Bright.

Minutes-Action Item

The October 19, 2023 meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve the October 19, 2023 meeting minutes, Jeff Glissendorf seconded the motion. The motion carried unanimously.

Financial Status Report-Destiny Egley Action Item

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

SOUTHEAST IDAHO HIGH COUNTRY			11/28/23
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			\$ 4,213.32
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - Downata Hot Springs Pocatello Chamber co-op ad		\$ 200.00
	DEPOSIT - RFF #7 2022 Grant		\$ 44,499.56
	DEPOSIT - Bear Lake CVB Pocatello Chamber co-op ad		\$ 200.00
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	Total Deposits		\$ 44,899.56
EXPENSES			
	Advertising - Forrest Design Group	\$ 36,309.28	
	Century Link - Telephone & Long Distance	\$ 143.47	
	Website - Homeland Web	\$ 1,957.02	
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 119.99	
	Hells Canyon Grand Hotel - Lodging for Destiny and Kristen	\$ 840.92	
	78 Main- October meeting	\$ 16.57	
	Destiny Egley ICORT travel and per diem reimbursement	\$ 173.92	
	Kristen Jensen ICORT per diem reimbursement	\$ 118.25	
	Ron Gardner - Social Media Management	\$ 400.00	
	Amazon - Office supplies Flash drives	\$ 16.99	
	Office Max - Office supplies Envelopes for fulfillment	\$ 27.87	
	The Go Travel Sites - Annual adv. online web and newsletter contract	\$ 3,395.00	
	Lava Chamber of Commerce - Brochure co-op	\$ 2,000.00	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
	TOTAL EXPENDITURES	\$ 45,519.28	
BANK ENDING BALANCE			\$ 3,593.60

	Account Details As of 11/28/2023			
	IRELAND BANK			
	E\$SENTIAL CHECKING ACCOUNT			
	*****2529			
	\$5,664.88			

Ireland Bank Activity

Register: IRELAND BANK CHECKING								
From 10/13/2023 through 11/28/2023								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
10/18/2023	DB	Hells Canyon Grand Hotel - Ascend	Other Allowable Costs - Regist.	ICORT - Destiny and Kristen lodging in Lewiston 2022 Grant RFF #8	840.92	X		3,372.40
10/19/2023		Downnata Hot Springs	Accounts receivable			X	200	3,572.40
10/20/2023	DH	78 Main	Meeting Meals	October HCT Meeting	16.57	X		3,555.83
11/1/2023	2951	Kristen Jensen	Other Allowable Costs - Regist.	ICORT per diem meals 2022 Grant RFF #8	118.25			3,437.58
11/1/2023	2952	Destiny Egley	Other Allowable Costs - Regist.	ICORT mileage & per diem 2022 Grant RFF #8	173.92			3,263.66
11/1/2023	2953	Century Link	Accounts Payable	October data phone line charges 2022 Grant RFF #8	71.28			3,192.38
11/1/2023	2954	Lumen	Accounts Payable	208-776-5155 903B	0.91			3,191.47
11/1/2023	2955	Ron Gardner	Accounts Payable	Social media management 2022 Grant RFF #8	400			2,791.47
11/2/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage on account for fulfillment	100			2,691.47
11/6/2023		Bear Lake CVB	Accounts receivable				200	2,891.47
11/6/2023	DB	Amazon.com	Administration:Supplies	Flash drives for HCT - office supplies 2022 Grant RFF #8	16.99			2,874.48
11/6/2023	DB	Office Max	Administration:Supplies	Envelopes - Office supplies 2022 Grant RFF #8	27.87			2,846.61
11/8/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	19.99			2,826.62
11/10/2023		Deposit	GRANT AWARD	Deposit RFF #7 2022 Grant			44,499.56	47,326.18
11/11/2023	2956	Forrest Design Group	Accounts Payable	Inv.1484,1486,1488-1490	36,309.28			11,016.90
11/21/2023	2957	The Go Travel Sites	Accounts Payable	Go-Idaho Destination program 2023 Grant RFF #1	3,395.00			7,621.90
11/21/2023	2958	Homeland Web	Accounts Payable	Website management, updates and renewals 2022 RFF #8 & 2023 Grant RFF #1	1,957.02			5,664.88
11/21/2023	2959	Lava Chamber of Commerce	Accounts Payable	Brochure co-op 2022 Grant RFF #8	2,000.00			3,664.88
11/28/2023	2960	Century Link	Accounts Payable	Phone line charges 2022 Grant RFF #8	71.28			3,593.60

2022 Grant Budget Status

2022 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2022 thru 12/31/2023			RFF's 1-7	11/28/2023
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$3,000.49	\$1,556.10	\$1,444.39
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,trade show	\$25,428.56	\$25,428.56	\$0.00
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$17,182.93		\$17,182.93
2.4 Video Advertising				
Video/Digital	Video Creation & photography costs, Brand USA	\$8,927.48	\$8,927.48	\$0.00
OTT (Over the top TV)	Digital/Streaming OTT DATAFY	\$11,500.00	\$11,500.00	\$0.00
2.5 Audio Streaming radio	Pandora, Spotify, Apple, Youtube Music	\$4,500.00		\$4,500.00
2.6 Digital Advertising		\$57,900		
Search/Meta Search	Miles Media, Brand USA, YNP, AM Rd photo contest,Northwest Travel,	\$39,900.00	\$24,859.01	\$15,040.99
PD social display ads/OTA'sSEO Ads, google ads, creative content, digital advertising		\$18,000.00	\$11,500.00	\$6,500.00

10.2 Public Relations				
Influencer Engagement	Social media influencer content & blog	\$11,069.30	\$11,020.58	\$48.72
Content Creation	Social media content creation & campaign paid ads			
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$136,508.27	\$93,235.63	\$43,272.64
5.0 Website - Homeland	Description - Vendors	Budget \$	Exp. to date	Balance
5.2 Other - Webhosting	webhosting renewals	\$500.00	\$500.00	\$0.00
Domain Name	Annual domain fees	\$162.36	\$162.36	\$0.00
Technical Upgrade	Web upgrades as needed for google analytics/changes	\$2,247.79		\$2,247.79
Maintenance	Web maint., plugins, web updates, newsletters, upgrades	\$7,000.00	\$2,892.12	\$4,107.88
Other	Promotional campaign web pages incl prof. translation services in diff. languages	\$0.00		\$0.00
	TOTAL BUDGET FOR HOMELAND WEB	\$9,910.15	\$3,554.48	\$6,355.67
2.2 Print Advertising	Description - Vendors	Budget \$	Exp. to date	Balance
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch. & Adv.	\$8,000.00	\$900.00	\$7,100.00
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$6,000.00	\$4,680.69	\$1,319.31
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$8,009.20	\$8,009.20	\$0.00
2.6 Digital Advertising				
Other-online advertising	Go-ID lead generation & email campaign, homeland newsletters	\$3,395.00	\$3,395.00	\$0.00
6.0 FAM & Site Visits				
Familiarization Tour #1	FAM Trip associated with IRU in Boise	\$0.00		\$0.00
Familiarization Tour #2	Yellowstone Loop FAM Tour or other state sponsored	\$0.00		\$0.00
Familiarization Tour #3	Tour Bus FAM as needed - Specific tour bus requests	\$0.00		\$0.00
8.0 Trade & Travel Shows				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$20,899.57	\$20,899.57	\$0.00
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$5,252.64	\$5,252.64	\$0.00
9.0 Capital Outlay	Electronic equip. Smart TV for travel shows	\$287.53	\$287.53	\$0.00
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				
ICORT	Registration, Lodging and per diem	\$2,237.64		\$2,237.64
ESTO	Registration	\$0.00		\$0.00
10.2 Public Relations	Social media management - Ron Gardner	\$3,600.00	\$2,800.00	\$800.00
	GRANT TOTAL	\$204,100.00	\$144,570.84	\$59,529.16
			doesn't include admin	
	CASH MATCH OBLIGATION	\$25,900.00	\$29,277.72	-\$3,377.72

2023 Grant Budget Status

2023 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2023 thru 9/30/2024		RFF's 1	11/27/2023
1.8 Administration	Description	Budget \$	Exp. to date
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$ 3,000.00	\$ 3,000.00
2.0 Advertising - FDG	Description - Vendors		
2.2 Print Advertising - Mag.	ID State, Pocatello, Am. Rd, Great Am. West, Living Bird, Trade show	\$ 14,800.00	\$ 14,800.00
Collateral Material	Visitors Guide to SEID, Experience SEID Mag.	\$ 18,000.00	\$ 18,000.00
2.4 Video Advertising			
Video/Digital	Video creation and photography costs (FDG), Merlin Films	\$ 10,000.00	\$ 10,000.00
OTT (Over the top TV)	Digital/Streaming OTT Datafy	\$ 8,500.00	\$ 8,500.00
2.5 Audio Streaming radio	Pandora, Spotify, Youtube Music, Datafy	\$ 5,000.00	\$ 5,000.00
2.6 Digital Advertising			
Search/Meta Search	SEO & Google Ads, Creative Content & Digital Display & Retargeting, website audit w/google analytics & content	\$ 20,000.00	\$ 20,000.00
PD social display ads/OTA's SEO Ads, google ads, creative content, digital advertising	Datafy, Miles Media, Brand USA, Herrmann Global, YMP.com & Bandwango	\$ 59,000.00	\$ 59,000.00
10.2 Public Relations	Paid Social Media Campaigns (FDG), content creation and Red Sky Co-op	\$ 10,000.00	\$ 10,000.00
Influencer Engagement	Social Media Influencer content and blog (Forrest Design Group)	\$ 5,383.15	\$ 5,383.15

Content Creation	Social Media Content creation	\$ 1,000.00		\$ 1,000.00
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$ 151,683.15		\$ 151,683.15
5.0 Website - Homeland				
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 700.00		\$ 700.00
Domain Name	Annual Fees (Homeland Web)	\$ 200.00	\$ 66.64	\$ 133.36
Technical Upgrade	Web upgrades as needed for google analytics and technology changes	\$ 5,000.00		\$ 5,000.00
Maintenance	Website maint.,hosting fees, plugins, adding pictures and video to library	\$ 5,000.00		\$ 5,000.00
Other -Email newsletters	Email newsletters Homeland Web, GoLD or other	\$ 7,000.00		\$ 7,000.00
-	TOTAL BUDGET FOR HOMELAND WEB	\$ 17,900.00		\$ 17,900.00
2.2 Print Advertising				
Collateral Material	Small Community Brochures, trail maps	\$ 10,000.00		\$ 10,000.00
Fulfillment Costs	Fulfillment costs on postage,stamps.com, CenturyLink long-distance charges	\$ 8,500.00		\$ 8,500.00
Other - Brochure Dist.	Certified Folder and Bear Brochures Distribution contracts	\$ 11,000.00	\$ 4,660.00	\$ 6,340.00
2.6 Digital Advertising				\$ -
Other-online advertising	Go Travel Sites - Go-Idaho.com page	\$ 4,000.00		\$ 4,000.00
8.0 Trade & Travel Shows				\$ -
Show #1	UT MM, RV Show w/YTT, Dallas Adv. Show, Boise Exp ID Expo	\$ 14,000.00		\$ 14,000.00
Show #2 - International	Go West, IRU, Canadian Snowbird Extravaganza in Arizona	\$ 11,000.00		\$ 11,000.00
10.0 Other Allowed Costs				\$ -
10.1 Training & Prof. Dev.				\$ -
ICORT	Member Registrations, Lodging and per diem for ICORT	\$ 2,000.00		\$ 2,000.00
ESTO	Registration	\$ 1,500.00		\$ 1,500.00
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 7,000.00		\$ 7,000.00
	GRANT TOTAL	\$ 238,583.15	\$ 4,726.64	\$ 233,856.51
	CASH MATCH OBLIGATION	\$ 33,197.89	\$ 9,453.28	\$ 23,744.61

Molly Beseris made a motion to approve the financial report as presented, Jeff Glissendorf seconded the motion. The motion carried unanimously.

Vista Works Newsletter Proposal

Webmaster Ann Yearsley had mentioned at a prior meeting that she could use help with the newsletter creation. The council looked into companies that could create newsletters and received a proposal from Vista Works.

The council reviewed the proposal from Vista Works (out of Colorado), and it was agreed that it is expensive. BLCVB had used Vista Works and was paying \$2,800.00 per month. They no longer use Vista Works.

Webmaster Ann Yearsley has created the HCT newsletter for years and she can do the same work that Vista Works has in their proposal. Ann could charge a flat rate for the newsletter creation. Ann will download all the emails to an excel file to organize the list and search for the ones that haven't been opened in the last few years.

After council discussion it was decided to not participate in the Vista Works newsletter proposal.

Website Report-Ann Yearsley

Ann Yearsley reported on the website statistics. We need to promote lodging in all our advertising. Customers are not all going to the lodging page on the website.

Facebook ads brought over 4000 visitors! Total users are up 5,082 from last year! Google visits are up 919! Direct visits were up fourteen. Visits from Idaho and Utah are up. The most visited pages were the homepage, Hot Springs, Halloween events and ATV trails. The newsletter got about 350 clicks.

How do we track the Airbnb's or VRBO's that are not collecting the State bed tax in our region? The company "host compliance" is what the Bear Lake county uses to find out who is not paying their bed tax.

Advertising-Marketing Budget Status-Birgitta Bright

Birgitta Bright went over the advertising-marketing budget status.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2022-2023 (22-v-1) - FORREST DESIGN GROUP

11/29/2023	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
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2.6 Digital Advertising

\$ 57,900.00

\$ 6,250.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP		spring 2023		complete
\$ 4,375.00	Miles Media	Programmatic digital to Trips page	ITC/VP		Q4 2023		in progress
\$ 9,200.00	Programmatic Digital	all year-multi campaign					complete
\$ 3,750.00	Miles Media	VisitTheUSA Trips Page Updates			continuous		in progress
\$ 11,625.00	Americanroadmagazine.com	Itinerary, Virtual Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			aut/win/spr/sum		complete
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2			win/spr		one complete
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads			1st half 2023		in progress
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		digital	1st half 2023		in progress
\$ 625.00	Northwest Travel nwtravelmag.com	soc med post	N/A	20,000	Jan-23		complete
\$ 562.50	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		ongoing
\$ 1,875.00	Great American West	Reg website x8; reg nwsltr x4; reporting; SM Postsx2	N/A		annual		in progress
\$ 9,375.00	AM Rd Fishing Photo Contest	Soc Med, banner ad, 30 min podcast	N/A		Oct-23		complete
\$ 3,000.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				ongoing

\$ 60,006.25 subtotal Digital Advertising

2.4 Video Advertising

\$ 20,427.48

\$ 8,927.48	Video creation and photography						complete
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				complete

\$ 15,827.48 subtotal Video Advertising

2.5 Audio Advertising

\$ 4,500.00

\$ 6,900.00	programmatic audio	spotify/apple/pandora etc	available	SLC metro	April-May		in progress
\$ -							

\$ 6,900.00 subtotal Audio Advertising

2.2 Print Advertising

\$ 42,611.49

\$ 25,000.00	Collateral materials	tour gd, activ gd, tradeshow etc					ongoing
\$ 5,712.50	2023 Idaho Travel Guide	Full page ad	N/A		annual		complete
\$ 2,062.50	Pocatello Chamber Magazine	Full page ad			annual		complete
\$ 871.25	ID outdoor Mag-Post Register	Full page ad					complete

\$ 33,646.25 subtotal Print Advertising

10.2 PR/Social Media/Mkt Research

\$ 11,069.30

\$ 10,194.30	Social Media Influencer & content	Linda-Carol Aug 12					visit complete
\$ 9,375.00	AirDNA Trend Reports	Mkt Summary, Pacing, Trav Origin			annual		

\$ 19,569.30 subtotal PR/Social Media

\$ 135,949.28 Total Obligated

\$ 136,508.27 Total Budget

\$ 558.99 Total Remaining

HIGH COUNTRY TOURISM ADVERTISING PLAN 2023-2024 (23-v-1) - FORREST DESIGN GROUP

11/29/2023	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
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2.6 Digital Advertising

\$ 90,000.00

\$ 6,250.00	Miles Media	Canada West Multi-Channel Cmpn			spring 2024		
\$ 9,200.00	Programmatic Digital	all year-multi campaign					
\$ 18,125.00	Bandwango-Activity Passports	4					
\$ 11,625.00	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			win/spr/sum		
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2			win/spr		
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads			1st half 2024		
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		digital	1st half 2024		
\$ 4,250.00	NW Travel & Life Mag	sponsored/boosted post & dedi email		digital	spring 2024		
\$ 660.00	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		

\$ 3,750.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				
\$ 63,228.75		subtotal Digital Advertising					
2.4 Video Advertising							
\$ 20,500.00							
\$ 8,000.00	Video creation and photography						
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				
\$ 14,900.00		subtotal Video Advertising					
2.5 Audio Advertising							
\$ 8,500.00							
\$ 11,875.00	SE ID Podcasts-Relic	apple/spotify/iheartradio etc	open	worldwide	perpetual		
\$ 6,900.00	programmatic audio	spotify/apple/pandora etc		SLC metro	April-May		
\$ 6,900.00		subtotal Audio Advertising					
2.2 Print Advertising							
\$ 42,800.00							
\$ 1,250.00	RV Idaho 2024	1/2 page full color					
\$ 3,562.50	NW Travel & Life Mag	1/2 page Id road trip/yellowstone			jul/aug		
\$ 3,750.00	Collateral materials	tour guides, activ gd, trdshows, etc					
\$ 5,712.50	2024 Idaho Travel Guide	Full page ad	N/A		annual		
\$ 14,275.00		subtotal Print Advertising					
10.2 PR/Social Media							
\$ 24,000.00							
\$ 3,750.00	Red Sky PR co-op	Targeted Promotion: Wellness					
\$ 10,500.00	Social Media Influencer & content	co-op w Visit Pocatello					
Market Research							
\$ 9,375.00	AirDNA-Trend Reports	Future Pacing, Mkt Sum, Trav Origin					
\$ 23,625.00		subtotal PR/Social Media					
\$ 122,928.75	Total Obligated						
\$ 185,800.00	Total Budget						
\$ 62,871.25	Total Remaining						

Collateral Material- Advertising

We need to reprint.

- The Visitors Guide
- Birding Brochure
- Pioneer Historic Byway Brochure

Podcasts can be created and distributed by Mary Dawn and Travis Williams for HCT and not have to hire a company such as Relic. We can get the customer to listen to our podcasts because of the uniqueness of the region. Do people listen to podcasts for destination?

Landing page on the website for the following:

- Gravel Bike page-Dirty FreeHub- costs \$1,200.00-\$1,500.00 per trip-trail, we can check with the guy that creates the trails and find out what we can use on our website or if we need to link to their website.
- Pickle Ball on website?

Social Media-MaryDawn Barnard can share other posts and boost them. She charges \$25.00 per post per platform. Facebook and Instagram are separate posts not combined like in the past.

Herman Global-International Campaigns-NO

"We've worked with them in the past but decided that we can reach the same markets more cost effectively in other ways. They sent Birgitta a proposal for \$10,000. They do have the ability to track where international visitors to our region are coming from. We don't have any research on this. Birgitta will ask them for a proposal to do this research."

Birgitta recommended that if we want to target international travelers we work with Great American West-International Roundup They promote what our region has to offer. Such as Western tours, roundups, covered wagons and lodging. We should expand our exposure with Great American West. Tami attended a German Fam Trip, and she was in awe of the travelers and the events that she attended in Wyoming.

Travel Show Discussion

The council discussed which Grantees would reserve-fund the booth, cover travel expenses and per diem for representatives attending the shows.

<u>Travel Show Name</u>	<u>Dates</u>	<u>Attendees and Co-ops</u>
Denver Travel & Adventure	1/20-1/21	VP Jeff
Utah Travel/Morris Murdock	1/24 & 1/26-27	HCT&VP Kristen and Tish
SLC RV Show w/YTT	2/15-2/18	HCT&YTT Kristen, Tish & Bridget
Dallas Travel& Adventure	3/23-3/24	HCT&VP Molly and Hubby??
Experience Idaho Expo	5/4/2023	HCT &VP Jeff
<u>International Shows</u>		
International Roundup (IRU)	4/19-4/22	Molly
Snowbird Extravaganza	2/5/2023	HCT&LHSF Destiny and Darwin

Other Business

- Budget for the small community advertising and brochures programs. A couple of the advertising co-ops backed out.
 - Advertising program has approximately \$7,800.00.
 - The brochure program has approximately \$3,200.00.Community representatives need to bring their brochure and advertising program requests to the January meeting for the council to review-approve.

Schedule Next Meeting

The next meeting will be held on January 17, 2024 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

Adjourn

The meeting was adjourned at 1:18pm.

Minutes by Bridget Losee