



Southeast Idaho High Country Tourism October 16, 2019 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday October 16, 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: Darleen Downs, Tami Leonhardt, Colista Eagle and Tish Dahmen. Guest: Ann Yearsley.

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 September 18, 2019 meeting minutes. After review Kathy Ray made a motion to approve the minutes, Tami Leonhardt seconded the motion. The motion carried unanimously.

Financial Status Report

Grant Administrator Destiny Egley went over the following financial reports:

| SOUTHEAST IDAHO HIGH COUNTRY | | | 10/15/19 |
|--------------------------------|---|-------------|---------------------|
| MONTHLY EXPENSE REPORT | | | |
| BANK BALANCE FORWARD | | | |
| | | | \$ 16,644.95 |
| DEPOSITS/REIMBURSEMENTS | | | |
| | DEPOSIT - Amazon office supply refund | | \$ 18.52 |
| | DEPOSIT - RFF #5 2018 Grant | | \$ 25,383.15 |
| | DEPOSIT - | | \$ - |
| | DEPOSIT - | | \$ - |
| | DEPOSIT - | | \$ - |
| | DEPOSIT - | | \$ - |
| | DEPOSIT - | | \$ - |
| | Total Deposits | | \$ 25,401.67 |
| EXPENSES | | | |
| | Advertising - Forrest Design Group | \$ 3,260.00 | |
| | Century Link - Telephone & Long Distance | \$ 51.76 | |
| | Website - Homeland Web | \$ 1,029.99 | |
| | Postage & Delivery - Fulfillment & Stamps.com fees | \$ 286.39 | |
| | Meeting - Chuckwagon monthly meeting | \$ - | |
| | Ron Gardner - Social Media Management | \$ 400.00 | |
| | Displays 2 Go & Amazon Office supplies | \$ 119.34 | |
| | Good News Bear Brochure Distribution | \$ 600.00 | |
| | Mimi Payne Photography mileage to Preston area | \$ 55.00 | |
| | Idaho Potato Museum ICORT registration reimbursement | \$ 260.00 | |
| | Frameworks Meeting - Registration for Kristen to ICORT in October | \$ 250.00 | |
| | Bear River Heritage Area brochure reprint co-op | \$ 1,000.00 | |
| | The Go Travel Sites - annual lead program contract | \$ 1,895.00 | |
| | | \$ - | |
| | | \$ - | |
| | | | |
| | | | |
| | | | |

| | | | | | | | | | |
|----------------------------------|--|--|--|--|---------------------------|--------------------|--|--|---------------------|
| | | | | | | | | | |
| | | | | | TOTAL EXPENDITURES | \$ 9,207.48 | | | |
| BANK ENDING BALANCE | | | | | | | | | \$ 32,839.14 |
| Account Details As of 10/15/2019 | | | | | | | | | |
| IRELAND BANK | | | | | | | | | |
| E\$SENTIAL CHECKING ACCOUNT | | | | | | | | | |
| *****2529 | | | | | | | | | |
| \$38,260.90 | | | | | | | | | |

| Register: IRELAND BANK CHECKING | | | | | | | | | |
|---|--------|---------------------------------|---|---|----------|---|-----------|-----------|--|
| From 09/13/2019 through 10/15/2019 | | | | | | | | | |
| Sorted by: Date, Type, Number/Ref | | | | | | | | | |
| Date | Number | Payee | Account | Memo | Payment | C | Deposit | Balance | |
| 9/19/2019 | DB | Amazon.com | Administration:Supplies | Office supplies brochure rack holders | 45.53 | X | | 16,599.42 | |
| 9/24/2019 | DB | Displays2Go.com | Administration:Supplies | Office supplies brochure rack holders | 73.81 | X | | 16,525.61 | |
| 9/25/2019 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:Postage | 2 oz stamps for fulfillment pkts | 42 | X | | 16,483.61 | |
| 9/26/2019 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:Postage | brochures sent to Bear Brochure Dist. | 123.75 | X | | 16,359.86 | |
| 10/1/2019 | DB | Amazon.com | Administration:Supplies | credit for return of office supplies | | | 18.52 | 16,378.38 | |
| 10/2/2019 | 2619 | Mimi Payne Photography | Advertising - Print & Digital | mileage for Preston photos | 55 | | | 16,323.38 | |
| 10/7/2019 | | | GRANT AWARD | Deposit RFF #5 2018 Grant | | | 25,383.15 | 41,706.53 | |
| 10/8/2019 | 2618 | Framework Meetings | Other Allowable Costs - Regist. | ICORT Registration for Kristen Jensen | 250 | | | 41,456.53 | |
| 10/8/2019 | 2620 | Idaho Potato Museum & Gift Shop | Other Allowable Costs - Regist. | ICORT Registration for Tish Dahmen | 260 | | | 41,196.53 | |
| 10/8/2019 | 2621 | Century Link | Accounts Payable | 208-776-5155 903B | 51.76 | | | 41,144.77 | |
| 10/8/2019 | 2622 | Forrest Design Group | Accounts Payable | | 3,260.00 | | | 37,884.77 | |
| 10/8/2019 | 2623 | Good News, LLC | Accounts Payable | | 600 | | | 37,284.77 | |
| 10/8/2019 | 2624 | Ron Gardner | Accounts Payable | Social media management for September - 2018 Grant RFF #6 | 400 | | | 36,884.77 | |
| 10/8/2019 | 2625 | Bear River Assoc. of Gov't | Accounts Payable | Bear River Heritage area 4/fold map co-op 2018 Grant RFF #6 | 1,000.00 | | | 35,884.77 | |
| 10/8/2019 | 2626 | Homeland Web | Accounts Payable | website maint, updates, fix problems, emails etc. 2018 Grant RFF #6 | 1,029.99 | | | 34,854.78 | |
| 10/8/2019 | 2627 | The Go Travel Sites | Accounts Payable | Annual go-idaho.com lead program 2019 Grant RFF #1 | 1,895.00 | | | 32,959.78 | |
| 10/9/2019 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | postage on account for fulfillment | 100 | | | 32,859.78 | |
| 10/9/2019 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | monthly service fee | 17.99 | | | 32,841.79 | |
| 10/11/2019 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:Postage | Taxes sent to CPA Chris Olsen | 2.65 | | | 32,839.14 | |
| FACEBOOK Social Media Report | | | | | | | | | |
| Most liked in Sep. 2019 | | | | | | | | | |
| 1.2K - 9/23 - Sandhill Cranes at Grays Lake Wildlife Refuge | | | | | | | | | |
| 387 - 9/13 - look for MicroMoon on Friday the 13th | | | | | | | | | |
| 347 - 9/17 - Try getting away for a soak - LHS | | | | | | | | | |
| 312 - 9/03 - SE Idaho - worth it every time! | | | | | | | | | |
| 215 - 9/15 - Opening Day for Wild Adventure Corn Maze is Monday | | | | | | | | | |

| 18-V-1 2018 GRANT | | Grant 8/1/18 -12/31/19 | | | | 10/15/2019 |
|--|----------------------|------------------------|---------------------|--------------------|----------------------|---------------------|
| ELEMENTS | AWARDED | AMENDED | RCVD YTD | NEXT RFF | OBLIGATED | AVAILABLE |
| Administration | \$ 12,000.00 | \$ 2,000.00 | \$ 809.98 | \$ 143.20 | \$ 156.00 | \$ 890.82 |
| Advertising-Co-ops-Collateral | \$ 75,697.00 | \$ 94,097.00 | \$ 51,667.78 | \$ 4,810.00 | \$ 29,399.06 | \$ 8,220.16 |
| Fulfillment | \$ 10,000.00 | \$ 4,100.00 | \$ 2,508.81 | \$ 284.82 | \$ 900.00 | \$ 406.37 |
| Website | \$ 12,200.00 | \$ 12,200.00 | \$ 7,346.26 | \$ 1,029.99 | \$ 2,970.01 | \$ 853.74 |
| 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 | \$ - | \$ 5,437.50 | \$ 35.02 |
| Capital Outlay & Software | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ - | \$ - | \$ - |
| Training - Esto & ICORT | \$ 1,500.00 | \$ 1,336.95 | \$ 260.00 | \$ 510.00 | \$ - | \$ 566.95 |
| TOTALS | \$ 128,397.00 | \$ 128,397.00 | \$ 71,783.36 | \$ 6,778.01 | \$ 38,862.57 | \$ 10,973.06 |
| *Match requirement for year is - | \$ 16,050.00 | | | | | |
| YTD Match received for year is - | \$ 17,607.59 | | | | | |
| Match Balance | \$ (1,557.59) | | | | | |
| OBLIGATED AMOUNTS - Administration - estimated phone line charges and office supplies until December | | | | | | |
| Advertising - FDG \$25,379.06, Social Media \$1200, Preston Oneida photos \$500, and the Fishing & Birding brochures \$2320 | | | | | | |
| Fulfillment - estimated monthly mailing until December | | | | | | |
| Website - estimated monthly expenses for website | | | | | | |
| Trade & Travel Shows - \$2,237.50 YTT co-op of travel shows may be less or more??, 1/2 for Calgary need billing Birgitta and \$1,000 for trade show displays | | | | | | |
| 19-V-1 2019 GRANT | | Grant 8/1/19 -9/30/20 | | | | 10/15/2019 |
| ELEMENTS | AWARDED | RCVD YTD | NEXT RFF | OBLIGATED | AVAILABLE | |
| 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 | |
| TOTALS | \$ 137,174.00 | | \$ 2,513.01 | | \$ 134,660.99 | |
| *Match requirement for year is - | \$ 17,146.75 | | | | | |
| YTD Match received for year is - | \$ - | | | | | |
| Match Balance | \$ 17,146.75 | | | | | |

Kathy Ray made a motion to approve the financial status report as presented, Darleen Downs seconded the motion. The motion carried.

Advertising Budgets

Birgitta Bright of Forrest Design Group joined the meeting by teleconference. She updated the council on the marketing plan status. The status of line items in the Marketing Plan are in the following graph;

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 | | | this week |
| \$ 2,575.00 | Miles Media | Canada West 2019 Spring | ITC co-op | | | | |
| \$ 3,750.00 | MyYellowstonePark.com | 1/2 pg. Yellowstone Journal & leads | Visit Idaho Co-op | | Mar-19 | | complete |
| \$ 3,750.00 | MyYellowstonePark.com | eblast, banner ads, FB posts | | 145k/200imp | 12-18/1-19 | | complete |
| \$ 1,125.00 | Salt Lake City Weekly | City Guide Full page ad | Bear Lake/Downata | | Mar-19 | | complete |
| \$ 2,250.00 | Salt Lake City Weekly | Best of Utah Full page ad | | | Oct-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 | | ongoing |
| \$ 6,250.00 | Great American West Consortium | Associated Publication | tbd | tbd | tbd | | |
| \$ 1,249.98 | Zions Bank Community Magazine | full page ad | LHSF/BL/Dwnta | | | | |
| \$ 375.00 | Soda Springs Fishing Derby co-op | Idaho Stte Journal adv | Soda Springs | | | | |
| \$ 875.00 | livability magazine | 1/2 pg ad | | | | | |
| \$ 1,895.00 | go-idaho travel sites | leads and web presence | | | | | |
| \$ 5,437.31 | Idaho Travel Guide | Full page ad | | | | 9/20/2019 | |
| \$ 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 |
| \$ 1,050.00 | Dirt Toys | pic of week sponsor 300x250 banner ad | n/a | ... | jan-2019 sept | | ongoing |
| \$ 875.00 | Snowest | pic of the week sponsor | n/a | | jan-2019 sept | | ongoing |
| \$ 2,500.00 | Living Bird/allaboutbirds.org | 1 print ad and digital | BL \$600 print? | ... | | | to print |

| | | | | | | | |
|--------------|--------------------|-----------------------------------|----------------------|------------------|--|--|---------|
| \$ 10,000.00 | Hagadone Digital | CANADA/NATL Geofencing digital | Visit Idaho Co-op | gps dependent | | | ongoing |
| \$ 1,250.00 | Facebook/instagram | CANADA, SLC, BOI | n/a | ... | | | ongoing |
| \$ 2,500.00 | Calgary Metro | CANADA native ad bundle | n/a | ... | | | TBD |

\$ 67,773.17

Total

\$(6,376.17) Available

\$ 61,397.00 Total Budget

Travel Shows

Destiny and Birgitta had planned to meet with YTT (Yellowstone Teton Territory) Rexburg Chamber of Commerce rep. Kathy Pope about co-oping a booth with them at Trade Shows. The meeting was canceled, so Destiny asked them to send a picture of their display and booth arrangement to see where the HCT display would be displayed. Should we get a double booth with YTT? We can then have our display and space for brochures, tables etc. YTT would have to reserve the double booth. Destiny is waiting to hear back from YTT about the double or single booth pricing, etc.

Travel Shows:

- Utah Travel Expo-Jan 11-12 Layton, Utah.
- Morris Murdock Travel Show-Jan 23 St George, Jan 25-26 Sandy, UT-Kathy Ray.
- ABA American Bus Association Jan26-29 Louisville, Ky Tish Dahmen, Tami Leonhardt.
- Utah Sportsman's Vacation RV February 14-17 Sandy, Ut Reps- Bridget Losee, Tish Dahmen.
- International Sportsman Expo Sandy, UT March 14-17 Kathy Ray, Tish Dahmen.

Winter Pictures-Mimi Payne

Do we want to hire Mimi Payne to take winter pictures of the region? There was a couple of reps. that were going to see if we could purchase some picture from people they know in the region. Then look at hiring Mimi for other pictures that we would like taken. The council will revisit this at November meeting.

Website Report

Webmaster Ann Yearsley went through the website statistics for the month. Ann emailed the stats out to the council members.

Other Business

1. BRHA (Bear River Heritage Area) is asking for Letters of Support for National Designation. There will be a meeting on November 13, 2019 for discussion with the four County Commissioners. Kathy Ray asked Destiny Egley if she would write a Letter of Support from High Country Tourism? Destiny said that she would write the Letter of Support for BRHA.
2. Facebook Ads to spotlight events-indoor activities in our region. The council agreed to have Ann Yearsley post events such as; tours, trails, hot springs, breweries and indoor activities.
Tish Dahmen made a motion to spend \$1,000.00 for Ann Yearsley to post events-indoor activities on Facebook during October-December 2019, Tami Leonhardt seconded the motion. The motion carried.

Next Meeting

The next meeting will be held on November 20, 2019 at Chuckwagon Restaurant in Lava Hot Springs at 9:00am.

Adjourn

Tami Leonhardt made a motion to adjourn the meeting, Destiny Egley seconded the motion. The meeting was adjourned at 11:35 am.

Minutes by: Bridget Losee-HCT Secretary