



# Southeast Idaho High Country Tourism October 19, 2023 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on October 19, 2023 at the 78 Main Street Restaurant, 78 Main Street, Lava Hot Springs, Idaho.

**Welcome and Introductions**

Grant Administrator Destiny Egley called the meeting to order and welcomed all in attendance.

**Present**

Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Sherril Tillotson, Kristen Jensen, Tyson Koester. Guests: Crystal Nelson-ITC Rep. Ann Yearsley and Birgitta Bright.

**Minutes-Action Item**

The September 20, 2023 meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve the September 20, 2023 meeting minutes, Sherril Tillotson seconded the motion. The motion carried unanimously.

**Financial Status Report-Action Item**

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

SOUTHEAST IDAHO HIGH COUNTRY		10/19/23
<b>MONTHLY EXPENSE REPORT</b>		
<b>BANK BALANCE FORWARD</b>		<b>\$ 17,596.89</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
DEPOSIT - Visit Pocatello co-op Dallas Travel show	\$ 554.40	
DEPOSIT - RFF #6 2022 Grant	\$ 11,367.24	
DEPOSIT -	\$ -	
DEPOSIT -	\$ -	
DEPOSIT -	\$ -	
DEPOSIT -	\$ -	
DEPOSIT -	\$ -	
<b>Total Deposits</b>	<b>\$ 11,921.64</b>	
<b>EXPENSES</b>		
Advertising - Forrest Design Group	\$ 21,250.00	
Century Link - Telephone & Long Distance	\$ 66.85	
Website - Homeland Web	\$ 1,554.00	
Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 126.48	
Meeting for Sept. & Mtg w/new Region 5 Rep Crystal Nelson	\$ 75.68	
Information Tech Now - Computer software services	\$ 45.00	
Idaho Potato Museum Advertising co-op	\$ 1,697.50	
Office Max - Office supplies	\$ 89.70	
Ron Gardner - Social Media Management	\$ 400.00	
	\$ -	
<b>TOTAL EXPENDITURES</b>	<b>\$ 25,305.21</b>	
<b>BANK ENDING BALANCE</b>		<b>\$ 4,213.32</b>
Account Details As of 10/19/2023		

	IRELAND BANK		
	ESSENTIAL CHECKING ACCOUNT		
	*****2529		
	\$25,963.43		

Register: IRELAND BANK CHECKING								
From 09/20/2023 through 10/19/2023								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
9/20/2023		Visit Pocatello/PCVB	Accounts receivable			X	554.4	18,151.29
9/20/2023	DB	78 Main	Meeting Meals	September 20, 2023 meeting	27.76	X		18,123.53
9/21/2023	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage for env. to Indonesia fulfillment	6.49	X		18,117.04
9/21/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment	100	X		18,017.04
9/28/2023	2942	Century Link	Accounts Payable	Monthly data phone line charges 2022 Grant RFF #7	66.32			17,950.72
9/28/2023	2943	Forrest Design Group	Accounts Payable	Miles partnership Springs 23' Canada west campaign 2022 Grant RFF #7	6,250.00			11,700.72
9/28/2023	2944	Information Technology Now	Accounts Payable	Computer troubleshooting Admin 2022 Grant RFF #7	45			11,655.72
9/28/2023	2945	Idaho Potato Museum & Gift Shop	Accounts Payable	Yellowstone Journal 2023 co-op ad 2022 Grant RFF #7	1,697.50			9,958.22
10/4/2023	DB	78 Main	Meeting Meals	Meeting with new Region 5 Rep Crystal Nelson	47.92			9,910.30
10/5/2023		Deposit	GRANT AWARD	Deposit RFF #6 2022 Grant			11,367.24	21,277.54
10/5/2023	DB	Office Max	Administration:Supplies	Office supplies Admin 2022 Grant RFF #7	89.7			21,187.84
10/10/2023	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Monthly service fee fulfillment 2022 Grant	19.99			21,167.85
10/12/2023	2946	Lumen	Accounts Payable	208-776-5155 903B	0.53			21,167.32
10/12/2023	2947	Ron Gardner	Accounts Payable	Social media management 2022 Grant RFF #7	400			20,767.32
10/12/2023	2948	Homeland Web	Accounts Payable	September website management 2022 Grant RFF #7	1,554.00			19,213.32
10/12/2023	2949	Void Check	Miscellaneous	VOID:		X		19,213.32
10/12/2023	2950	Forrest Design Group	Accounts Payable	Inv. #1485 and partial of #1484 American Road	15,000.00			4,213.32

2022 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2022 thru 12/31/2023			RFF's 1-7	Rev.10/12/2023
<u>1.8 Administration</u>	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
<u>2.0 Advertising - FDG</u>	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's SEO 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	\$11,069.30	\$0.00
Content Creation	Social media content creation & campaign paid ads			
	<b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>	<b>\$136,508.27</b>	<b>\$93,284.35</b>	<b>\$43,223.92</b>
<b>5.0 Website - Homeland</b>	<b>Description - Vendors</b>	<b>Budget \$</b>	<b>Exp. to date</b>	<b>Balance</b>
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
	<b>TOTAL BUDGET FOR HOMELAND WEB</b>	<b>\$9,910.15</b>	<b>\$3,554.48</b>	<b>\$6,355.67</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. & 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
<b>2.6 Digital Advertising</b>				
Other-online advertising	Go-ID lead generation & email campaign, homeland newsletters	\$3,395.00	\$3,395.00	\$0.00
<b>6.0 FAM &amp; Site Visits</b>				
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
<b>8.0 Trade &amp; Travel Shows</b>				
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
<b>9.0 Capital Outlay</b>	Electronic equip. Smart TV for travel shows	\$287.53	\$287.53	\$0.00
<b>10.0 Other Allowed Costs</b>				
10.1 Training & Prof. Dev.				
ICORT	Registration, Lodging and 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
	<b>GRANT TOTAL</b>	<b>\$204,100.00</b>	<b>\$144,619.56</b>	<b>\$59,480.44</b>
			doesn't include admin	
	<b>CASH MATCH OBLIGATION</b>	<b>\$25,900.00</b>	<b>\$29,277.72</b>	<b>-\$3,377.72</b>

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

<u>Travel Show Name</u>	<u>Dates</u>	<u>Attendees and Co-ops</u>
Denver Travel & Adventure	1/20-1/21	BL&VP Jeff and Tami
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&BL&VP Jeff
<b><u>International Shows</u></b>		
International Roundup (IRU)	4/19-4/22	Need REPS
Snowbird Extravaganza	2/5/2023	HCT&LHSF Destiny and Darwin

### **ICORT (IDAHO CONFERENCE ON RECREATION AND TOURISM) REPORT**

The conference was held in Lewiston Idaho on October 16-18. Destiny Egley, Crytal Nelson, Birgitta Bright, Kristen Jensen, Tish Dahman and Jeff Glissendorf attended the conference.

Kristen Jensen learned a lot about podcasts and how much people like to listen to them. There was lots of good information and networking. She met with Director Keeley and the ITC board and learned a lot of positive feedback and good information. It was a really good time and learned a lot.

Destiny reported that networking in person is so much better than by Zoom. She learned a lot about podcasts where you don't have to be on a computer-phone etc. and can just listen by phone, computer etc.

- Relic Company produces podcasts and can create a podcast about a community or area. When you go onto google or other search engines but there is shared media and organic searches. Podcasts and email lists are owned media. You can host podcasts and have multiple people interviewed during the podcasts. Podcasts are like having a regular conversation.
- Vista Works can write grants and advertising, brochures, blog posts and create articles, newsletters, perform website work. They mentioned that we can shrink down our 85,000 emails to qualified emails to only send to the qualified emails and not the entire list. They will send Birgitta Bright a proposal of costs for their services.
- Chris Newman-we have the email response program in place with him currently. He can validate the Leads before we receive the emails. He would then respond to the emails.

•  
Chrystal Nelson-ITC Representative

- Idaho Launch Program-scholarship program. The legislature approved this program, and each student can qualify for up to \$8,000.00.
- Tourism Survey to collect data from our region. Survey will be emailed to the council for them to participate in the survey.

Winery-Nes Perz presentation dedicated to tourism and to promote the culture and explained the movements of their presentation.

Jeff Glissendorf mentioned that he would like to put together some Fam Tours for our region. Familiarization Tours to get people to our area. It is bus tours going throughout our region and entertaining the group.

Broadband upgrade throughout the State from Federal Grant funds. There will be millions put toward this project.

### **Website Report-Ann Yearsley**

Total Users are down 2054 from last year. Google visits were down 1040. Direct visits were down 268. Visits from Idaho and Utah are up. The most visited pages were events, the homepage, ATV trails, and Bear River Hot Springs. Newsletter got more clicks than usual!

Newsletter Clicks were 729 compared to 250 average! It only had 7 links instead of 12. Return to YourMailingListProvider.com? Same price. \$175 a month or \$2000 a year.

Adobe Acrobat-don't update the program it is awful, if you have updated you can revert back and cancel the update.

Visit Pocatello is using Scott Elliot not Maden Media for their website. Ann told Jeff Glissendorf to link to our website for Southeast Idaho events.

Bear Lake Hot Springs has a new name "Epic Hot Springs at North Beach"  
Riverdale Hot Springs' new name is Bear River Hot Springs.

Linda Carroll influencer was at Hooper Springs this last month and did a post on the springs.

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

HIGH COUNTRY TOURISM ADVERTISING PLAN 2022-2023 (22-v-1) - FORREST DESIGN GROUP							
10/19/2023	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>2.6 Digital Advertising</b>							
<b>\$ 57,900.00</b>							
\$ 6,250.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP		spring 2023		complete
\$ 5,000.00	Miles Media	Programmatic digital to Trips page	ITC/VP		Q4 2023		in progress
\$ 9,200.00	Programmatic Digital	all year-multi campaign					complete
\$ -	Bandwango move to 2023 grant	4					in progress
\$ 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
\$ 3,750.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				ongoing
<b>\$ 61,381.25</b>	<b>subtotal Digital Advertising</b>						
<b>2.4 Video Advertising</b>							
<b>\$ 20,427.48</b>							

\$ 8,000.00	Video creation and photography						complete
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				complete
<b>\$ 14,900.00</b>	<b>subtotal Video Advertising</b>						
<b>2.5 Audio Advertising</b>							
<b>\$ 4,500.00</b>							
\$ 6,900.00	programmatic audio	spotify/apple/pandora etc	available	SLC metro	April-May		in progress
\$ -							
<b>\$ 6,900.00</b>	<b>subtotal Audio Advertising</b>						
<b>2.2 Print Advertising</b>							
<b>\$ 42,611.49</b>							
\$ 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
<b>\$ 33,646.25</b>	<b>subtotal Print Advertising</b>						
<b>10.2 PR/Social Media/Mkt Research</b>							
<b>\$ 11,069.30</b>							
\$ 10,500.00	Social Media Influencer & content	Linda-Carol Aug 12					visit complete
\$ 9,375.00	AirDNA Trend Reports	Mkt Summary, Pacing, Trav Origin			annual		
<b>\$ 19,875.00</b>	<b>subtotal PR/Social Media</b>						
<b>\$ 136,702.50</b>	<b>Total Obligated</b>						
<b>\$ 136,508.27</b>	<b>Total Budget</b>						
<b>\$ (194.23)</b>	<b>Total Remaining</b>						

HIGH COUNTRY TOURISM ADVERTISING PLAN 2023-2024 (23-v-1) - FORREST DESIGN GROUP							
10/19/2023	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>2.6 Digital Advertising</b>							
<b>\$ 90,000.00</b>							
\$ 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		
\$ 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				
<b>\$ 58,978.75</b>	<b>subtotal Digital Advertising</b>						
<b>2.4 Video Advertising</b>							
<b>\$ 20,500.00</b>							
\$ 8,000.00	Video creation and photography						
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A				
<b>\$ 14,900.00</b>	<b>subtotal Video Advertising</b>						
<b>2.5 Audio Advertising</b>							
<b>\$ 8,500.00</b>							
\$ 6,900.00	programmatic audio	spotify/apple/pandora etc		SLC metro	April-May		
<b>\$ 6,900.00</b>	<b>subtotal Audio Advertising</b>						
<b>2.2 Print Advertising</b>							
<b>\$ 42,800.00</b>							
\$ 1,250.00	RV Idaho 2024	1/2 page full color					
\$ 3,750.00	Collateral materials	tour guides, activ gd, trdshows, etc					
\$ 5,712.50	2024 Idaho Travel Guide	Full page ad	N/A		annual		
<b>\$ 10,712.50</b>	<b>subtotal Print Advertising</b>						
<b>10.2 PR/Social Media</b>							
<b>\$ 24,000.00</b>							
\$ 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						
\$ 115,116.25	Total Obligated						
\$ 185,800.00	Total Budget						
\$ 70,683.75	Total Remaining						

**Other Business**

- No other business reported.

**Schedule Next Meeting**

The next meeting will be held on November 29, 2023 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

**Adjourn**

The meeting was adjourned at 12:33 pm.

Minutes by Bridget Losee  
HCT Secretary