



Southeast Idaho High Country Tourism October 20, 2021 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on October 20, 2021 at the Chuckwagon Restaurant, 211 E. Main Street, Lava Hot Springs, Idaho.

Present

In attendance were officers: Secretary Bridget Losee Grant Administrator-Treasurer Destiny Egley. Council members: Sherril Tillotson, Darlene Downs, Kristen Jensen. Guests: Jeff Glissendorf (ITC rep.), Birgitta Bright, and Ann Yearsley.

Welcome and Introductions

High Country Tourism Secretary Bridget Losee called the meeting to order and welcomed all in attendance.

Minutes-Devanee Morrison

The September 15, 2021 meeting minutes were emailed to council members. Destiny Egley made a motion to approve the September 15, 2021 minutes, Sherril Tillotson seconded the motion. The motion carried unanimously.

Financial Status Report-Destiny Egley

Grant Administrator-Treasurer Destiny Egley presented the following financial reports.

| SOUTHEAST IDAHO HIGH COUNTRY | | | 10/19/21 |
|-------------------------------------|--|--------------------|---------------------|
| MONTHLY EXPENSE REPORT | | | |
| BANK BALANCE FORWARD | | | \$ 11,867.35 |
| DEPOSITS/REIMBURSEMENTS | | | |
| | DEPOSIT - | | \$ - |
| | DEPOSIT - | | \$ - |
| | DEPOSIT - | | \$ - |
| | Total Deposits | | \$ - |
| EXPENSES | | | |
| | Advertising - Forrest Design Group | \$ 625.00 | |
| | Century Link - Telephone & Long Distance | \$ 115.82 | |
| | Website - Homeland Web | \$ 577.25 | |
| | Postage & Delivery - Fulfillment & Stamps.com fees | \$ 260.15 | |
| | Meeting- Chuckwagon September meeting | \$ 20.00 | |
| | Ron Gardner - Social Media Management | \$ 400.00 | |
| | Office Max - Admin office supplies | \$ 74.59 | |
| | Morris Murdock & Utah Travel Expo booth registration | \$ 1,395.00 | |
| | | \$ - | |
| | TOTAL EXPENDITURES | \$ 3,467.81 | |
| BANK ENDING BALANCE | | | \$ 8,399.54 |
| | <u>Account Details As of 10/19/2021</u> | | |
| | IRELAND BANK | | |
| | E\$\$ENTIAL CHECKING ACCOUNT | | |
| | *****2529 | | |
| | \$10,117.61 | | |

Register: IRELAND BANK CHECKING

From 08/25/2021 through
09/14/2021

Sorted by: Date, Type, Number/Ref

| Date | Number | Payee | Account | Memo | Payment | C | Deposit | Balance |
|-----------|--------|-------------------------------|---|--|----------|---|----------|-----------|
| 8/25/2021 | DB | Mike's Market | Meeting Meals | Water and refreshments for mtg in Malad | 12.62 | X | | 18,059.49 |
| 8/26/2021 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:Postage | Fulfillment sent to Netherlands | 3.28 | X | | 18,056.21 |
| 8/26/2021 | DB | Microsoft Store | Administration | Annual software subscription | 99.99 | X | | 17,956.22 |
| 8/31/2021 | DB | USPS-Postmaster | Fulfillment-Direct Mail & Email:Postage | Brochures for Bear Brochures, stamps and fulfillment | 193.65 | | | 17,762.57 |
| 8/31/2021 | DB | Office Max | Administration:Supplies | Office supplies, paper, pens, tape, markers, envelopes | 232.95 | | | 17,529.62 |
| 9/7/2021 | DB | International Sportsmens Expo | Trade & Travel Shows | Intl Sportsmans Expo registration for March 2022 | 1,400.00 | | | 16,129.62 |
| 9/9/2021 | DB | American Bus Association | Trade & Travel Shows | Intl travel show registration | 1,595.00 | | | 14,534.62 |
| 9/9/2021 | DB | Stamps.com | Fulfillment-Direct Mail & Email:USPS & Stamps.com | Monthly service fee | 17.99 | | | 14,516.63 |
| 9/13/2021 | 2784 | Forrest Design Group | Accounts Payable | | 7,961.64 | | | 6,554.99 |
| 9/13/2021 | 2785 | Lumen | Accounts Payable | 208-776-5155 903B | 1.64 | | | 6,553.35 |
| 9/13/2021 | 2786 | Lava Chamber of Commerce | Accounts Payable | Brochure co-op 2021 - 2020 Grant RFF #5 | 1,000.00 | | | 5,553.35 |
| 9/13/2021 | 2787 | Ron Gardner | Accounts Payable | Social media management 2020 Grant RFF #5 | 400 | | | 5,153.35 |
| 9/13/2021 | 2788 | Good News, LLC | Accounts Payable | Annual brochure distribution contract Sept. 2021-Aug. 2022 2021 Grant RFF #1 | 456.95 | | | 4,696.40 |
| 9/13/2021 | 2789 | Homeland Web | Accounts Payable | August website maint. and mangagement 2020 Grant RFF #5 | 532.7 | | | 4,163.70 |
| 9/14/2021 | | | GRANT AWARD | Deposit RFF #4 | | | 7,703.65 | 11,867.35 |

| SOUTHEAST IDAHO HIGH COUNTRY TOURISM GRANT STATUS | | | | | | |
|---|----------------------|---------------------|-------------------------|-------------------|---------------------|--------------------|
| 20-V-1 | 2020 GRANT | | Grant 8/1/20 - 12/30/21 | | | Rev. 10/19/2021 |
| ELEMENTS | AWARDED | AMENDED | RCVD YTD | NEXT RFF | OBLIGATED | AVAILABLE |
| Administration | \$ 3,000.00 | \$ 3,000.00 | \$ 1,562.47 | \$ 57.22 | \$ - | \$ 1,380.31 |
| Advertising-Co-ops-Collateral | \$ 79,689.00 | \$ 94,687.76 | \$ 63,268.52 | \$ - | \$ 31,081.25 | \$ 337.99 |
| Fulfillment | \$ 14,800.00 | \$ 14,170.00 | \$ 12,992.30 | \$ - | \$ 1,079.85 | \$ 97.85 |
| Website | 10,600.00 | 7,069.32 | \$ 5,215.92 | \$ - | \$ 1,500.00 | \$ 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 | \$ - | \$ - | \$ - | \$ - | \$ - |
| TOTALS | \$ 125,989.00 | \$125,989.00 | \$ 88,606.13 | \$1,552.22 | \$ 33,661.10 | \$ 2,169.55 |
| *Match requirement for year is - | \$ 15,750.00 | | | | | |
| YTD Match received for year is - | \$ 16,481.72 | | | | | |
| Balance of Match still needed | \$ (731.72) | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| SOCIAL MEDIA REPORT | | | | | | |
| Most popular posts 9/2021 | | | | | | |
| 825 - 9/28 - What happened to the falls at American Falls | | | | | | |
| 254 - 9/29 - new hours at LHS | | | | | | |
| 252 - 9/22 - Oktoberfest at LHS | | | | | | |
| 223 - 9/27 - OktoBEARfest at Pocatello Zoo | | | | | | |
| 216 - 9/23 - Mountainfest at Pebble Creek Ski Area | | | | | | |

| 2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 9/30/2022 | | | | Rev. 10/19/21 |
|--|---|--------------------|-----------------|--------------------|
| 1.8 Administration | Description | Budget \$ | Exp. to date | Balance |
| Overhead (apport. value 69%) | Telephone line, insurance, tax filing & office supplies | \$4,000.00 | | \$4,000.00 |
| 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 | \$16,000.00 | | \$16,000.00 |
| Collateral Material | Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch. | \$10,000.00 | | \$10,000.00 |
| 2.3 Out of Home Advertising | | | | |
| Billboards | Annual Billboard Contract and printing | \$8,000.00 | | \$8,000.00 |
| 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 |
| 2.6 Digital Advertising | | | | |
| 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 |
| 10.2 Public Relations | Social media campaigns paid ads | \$1,200.00 | | \$1,200.00 |
| Influencer Engagement | Social media influencer content & blog | \$8,000.00 | | \$8,000.00 |
| Content Creation | Social media content creation | \$1,000.00 | | \$1,000.00 |
| | TOTAL BUDGET FOR FORREST DESIGN GROUP | \$97,827.00 | \$0.00 | \$97,827.00 |
| 5.0 Website - Homeland | Description - Vendors | Budget \$ | Exp. to date | Balance |
| 5.1 New Website creation | New website re-design | \$10,000.00 | | \$10,000.00 |
| 5.2 Other - Webhosting | webhosting renewals | \$600.00 | | \$600.00 |
| Domain Name | Annual domain fees | \$150.00 | | \$150.00 |
| Technical Upgrade | Web upgrades as needed for google analytics/changes | \$3,000.00 | | \$3,000.00 |
| Maintenance | Web maint., plugins, web updates, newsletters | \$8,500.00 | \$624.36 | \$7,875.64 |
| | TOTAL BUDGET FOR HOMELAND WEB | \$22,250.00 | \$624.36 | \$21,625.64 |

| 2.2 Print Advertising | Description - Vendors | Budget \$ | Exp. to date | Balance |
|-------------------------------------|---|---------------------|---------------------|---------------------|
| 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 |
| 2.6 Digital Advertising | | | | |
| Other-online advertising | Go Travel Sites-Go-ID lead generation & email campaign | \$3,395.00 | \$3,395.00 | \$0.00 |
| 6.0 FAM & Site Visits | | | | |
| 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 |
| 8.0 Trade & Travel Shows | | | | |
| 8.1 Consumer Travel Show | | | | |
| 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 |
| 10.0 Other Allowed Costs | | | | |
| 10.1 Training & Prof. Dev. | | | | |
| 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 |
| | GRANT TOTAL | \$173,522.00 | \$5,046.31 | \$168,475.69 |
| | CASH MATCH OBLIGATION | \$22,200.00 | \$0.00 | \$22,200.00 |

Kristen Jensen made a motion to approve the financial status report, Darlene Downs seconded the motion. The motion carried unanimously.

Advertising-Marketing Budget Status-Birgitta Bright

| HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1) | | | | | | | |
|---|-----------------------------|----------------------------------|---------------|-----------------------------|-----------------|----------------|-------------------|
| 10/20/2021 | HCT | DESCRIPTIO N | CO-OP | CIRCULATIO N | RUN DATE | ART DUE | STATUS |
| International/Canada | | | | | | | |
| \$ 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/complet e |
| \$ 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 |
| \$ 22,762.50 | subtotal Intl/Canada | | | | | | |
| National | | | | | | | |

| | | | | | | | |
|---|--------------------------------------|--|--|-----------------|----------------------|-----------|-------------|
| \$ 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/summ | | complete |
| \$ 25,731.25 subtotal National | | | | | | | |
| Utah/Idaho | | | | | | | |
| \$ 7,943.44 | Ogden & Tremonton Billboards | 2 vinyls each spr/sum and fall/wtr | ID Potato Museum/ Butterfly Haven/IMNH/Downata/BLCVB | | annual 13x conbtract | | in progress |
| \$ 5,218.75 | KSL Targeted Digital | Native content, email, display | n/a | | May-21 | | 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 |
| \$ 14,474.69 subtotal Utah/Idaho | | | | | | | |
| Misc Advertising/Marketing Items | | | | | | | |
| \$ 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 |
| \$ 3,212.00 subtotal Misc | | | | | | | |
| \$ 66,180.44 Total | | | | | | | |

| 10/20/2021 | HCT | DESCRIPTION | CO-OP | CIRCULATION | RUN DATE | ART DUE | STATUS |
|----------------------------|-------------------------------------|--|---------|-------------|------------------|-----------|--------|
| Digital Advertising | | | | | | | |
| \$ 37,305.00 | | | | | | | |
| \$ 2,575.00 | Miles Media | Canada West Multi-Channel Cmpn | ITC/VP? | | | | |
| \$ 10,000.00 | Programmatic Digital | all year-multi campaign | | | | | |
| \$ - | | | | | | | |
| \$ 6,250.00 | Miles Media | VisitTheUSA Trips Page Updates | | | | | |
| \$ 3,750.00 | MyYellowstonePark.com | Targeted Leads & road trip promo | | | | | |
| \$ 2,500.00 | MyYellowstonePark.com | 1/2 pg ad in trip planner | | | | | |
| \$ 812.50 | Paid Social Media Advertising | CANADA/SLC/BOISE | | | | | |
| \$ 25,887.50 | subtotal Digital Advertising | | | | | | |
| Video Advertising | | | | | | | |
| \$ 17,522.00 | | | | | | | |
| \$ 9,522.00 | Video creation and photography | | | | | | |
| \$ 8,000.00 | Digital/OTT Streaming | | | | | | |
| | | | | | | | |
| \$ 17,522.00 | subtotal Video Advertising | | | | | | |
| Print Advertising | | | | | | | |
| \$ 26,000.00 | | | | | | | |
| \$ 1,250.00 | RV Idaho 2023 | 1/2 page full color | | | Oct-22 | 10/1/2021 | |
| \$ - | 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 | |
| \$ 10,000.00 | 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 | | |

| | | | | | | | |
|--------------------------------|-----------------------------------|--|--|--|--|--|--|
| \$ 16,750.00 | subtotal Print Advertising | | | | | | |
| Out of Home Advertising | | | | | | | |
| \$ 8,000.00 | | | | | | | |
| \$ 6,215.48 | Ogden & Tremonton Billboards | | | | | | |
| \$ 6,215.48 | subtotal Out of Home Adv. | | | | | | |
| PR/Social Media | | | | | | | |
| \$ 10,200.00 | | | | | | | |
| \$ 8,000.00 | Social Media Influencer | | | | | | |
| \$ 1,000.00 | Social Media Content | | | | | | |
| \$ 9,000.00 | subtotal PR/Social Media | | | | | | |
| \$ 75,374.98 | Total Obligated | | | | | | |
| \$ 99,027.00 | Total Budget | | | | | | |
| \$ 23,652.03 | Total Remaining | | | | | | |

Photographers: what photographers can we use for pictures to use on website. Mimi's photos are awesome but are still shots. The photographer Rick Parker shot actions photos at the Preston Rodeo. He did a great job (awesome pictures). Merlin Films was great for video production.

Dessert Magazine-1 page ad in the November issue: Sherril Tillotson commented that this publication advertises religious, political or individual opinions. Distribution of the magazine is in Utah. The magazine is marketed to higher end income customers.

Website Report

Google searches are down over 3000 from last year because 3471 were fire report searches. Visits would be about the same as last year without the fire report searches. Visits in 2019 compared to 2021 before Covid were only down 9%. Most visits came from Utah and Idaho. Most visited pages were the home page and events. 70% on Mobile devices. 42% on Apple iPhones. Top searches were fairs, fires, events and camping.

Newsletter-Recipients 80,529 and opens were average. Newsletter-opens by mailing list 'Yellowstone trips New' clicks were the most. SendinBlue-Apple will progressively make it impossible to know when Apple Mail Client users open an email. Based on the data that we can track; they will offer us an estimation of how many users opened the email. (Untrackable Contacts).

Website- Word Press changed to a block system and Ann had to learn the new system. Ann looked into other systems, but she hasn't found a system that will work with a directory website. The block system has the option to be categorized by the season or to see all seasons. The Adventure Map is on the home page. Ann would like council members to look at other websites and give her ideas for the new website.

Trail Maps:

We had 5000 visitors to the trails map on the website in September. Ann asked if Beach Hollow Trail (Lava Hot Springs) should be added to the trail map on the website. The council agreed that Beach Hollow trail should be added to the Trail Maps.

Ann is working on updating the website with a new theme. She would like the website to have an "aww" factor. Ann got a lot of ideas from Visit Southern Idaho website for HCT's website.

Visitors are going to Vrbo and airbnb's for Lodging and not as much to our website.

Destiny asked Birgitta and Ann to provide advertising stats to her for reporting to the State. How do we track traffic to our website? GoDaddy used to have a log of the Stats. Ann will check to see if she can get the stats from GoDaddy.

Ann asked that the council please send photos to her that she can use on the website.

Other Business

1. Scarecrow Contest in Malad is held at the Halloween Carnival at the Oneida County Fairgrounds.
2. Jeff- At a prior Travel Council meeting Jeff was informed that our region was down 11,000 in annual bed tax collections. Then later was told that there is a surplus of \$47,000 available in our region. Jeff asked the council if they wanted to submit a supplemental request for the \$47,000 or revert it back and request it in the next grant cycle? After discussion the decision was tabled until next meeting.

Lava Chamber of Commerce- Wellness Campaign \$10,000.00: Jeff suggested that Lava Chamber partner with HCT on a Wellness campaign. Then there would only have to be one grantee for grant oversight, management and to comply with State Grant guidelines. It was suggested that the Lava Chamber bring a proposal and present at next HCT meeting.

Sherril Tillotson-Lava Hot Springs Chamber of Commerce Representative stated that the 1% Tax collected in the City of Lava Hot Springs in the last year was approximately \$53,207.00 Estimated 2% bed tax collected would be approximately \$106,414.00 that Lava remits as bed tax. The council explained that only 45% of that amount comes back to the region out of bed tax.

3. Pocatello LDS Temple's open tours have drawn a lot of people to the area for the last couple of weekends which has been great for Pocatello Hotels.

Schedule Next Meeting

The next meeting will be held on November 17, 2021 @ 10am at the Chuckwagon Restaurant in Lava Hot Springs.

Adjourn

Destiny Egley made a motion to adjourn the meeting, Sherril seconded the motion. The meeting was adjourned at 12:55 pm.

Minutes by: Bridget Losee, Secretary