



# 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.

<b>SOUTHEAST IDAHO HIGH COUNTRY</b>			<b>10/19/21</b>
<b>MONTHLY EXPENSE REPORT</b>			
<b>BANK BALANCE FORWARD</b>			<b>\$ 11,867.35</b>
<b>DEPOSITS/REIMBURSEMENTS</b>			
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	<b>Total Deposits</b>		<b>\$ -</b>
<b>EXPENSES</b>			
	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	
		\$ -	
	<b>TOTAL EXPENDITURES</b>	<b>\$ 3,467.81</b>	
<b>BANK ENDING BALANCE</b>			<b>\$ 8,399.54</b>
	<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	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTALS</b>	<b>\$ 125,989.00</b>	<b>\$125,989.00</b>	<b>\$ 88,606.13</b>	<b>\$1,552.22</b>	<b>\$ 33,661.10</b>	<b>\$ 2,169.55</b>
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ 16,481.72					
<b>Balance of Match still needed</b>	<b>\$ (731.72)</b>					
<b>SOCIAL MEDIA REPORT</b>						
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
	<b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>	<b>\$97,827.00</b>	<b>\$0.00</b>	<b>\$97,827.00</b>
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
	<b>TOTAL BUDGET FOR HOMELAND WEB</b>	<b>\$22,250.00</b>	<b>\$624.36</b>	<b>\$21,625.64</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.	\$9,800.00		<b>\$9,800.00</b>
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,300.00		<b>\$7,300.00</b>
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$7,100.00	\$1,026.95	<b>\$6,073.05</b>
<b>2.6 Digital Advertising</b>				
Other-online advertising	Go Travel Sites-Go-ID lead generation & email campaign	\$3,395.00	\$3,395.00	<b>\$0.00</b>
<b>6.0 FAM &amp; Site Visits</b>				
Familiarization Tour #1	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00		<b>\$1,000.00</b>
Familiarization Tour #2	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		<b>\$1,000.00</b>
<b>8.0 Trade &amp; Travel Shows</b>				
8.1 Consumer Travel Show				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00		<b>\$6,000.00</b>
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00		<b>\$6,050.00</b>
<b>10.0 Other Allowed Costs</b>				
10.1 Training & Prof. Dev.				
ICORT	Registration, Lodging and per diem	\$1,500.00		<b>\$1,500.00</b>
ESTO	Registration	\$1,500.00		<b>\$1,500.00</b>
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00		<b>\$4,800.00</b>
	<b>GRANT TOTAL</b>	<b>\$173,522.00</b>	<b>\$5,046.31</b>	<b>\$168,475.69</b>
	<b>CASH MATCH OBLIGATION</b>	<b>\$22,200.00</b>	<b>\$0.00</b>	<b>\$22,200.00</b>

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**

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

\$ 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
<b>\$ 25,731.25 subtotal National</b>							
<b>Utah/Idaho</b>							
\$ 7,943.44	Ogden & Tremonton Billboards	2 vinyls each spr/sum and fall/wtr	ID Potato Museum/ Butterfly Haven/IMNH/Downata/BLCV B		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
<b>\$ 14,474.69 subtotal Utah/Idaho</b>							
<b>Misc Advertising/Marketing Items</b>							
\$ 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
<b>\$ 3,212.00 subtotal Misc</b>							
<b>\$ 66,180.44 Total</b>							

10/20/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>Digital Advertising</b>							
<b>\$ 37,305.00</b>							
\$ 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					
<b>\$ 25,887.50</b>	<b>subtotal Digital Advertising</b>						
<b>Video Advertising</b>							
<b>\$ 17,522.00</b>							
\$ 9,522.00	Video creation and photography						
\$ 8,000.00	Digital/OTT Streaming						
<b>\$ 17,522.00</b>	<b>subtotal Video Advertising</b>						
<b>Print Advertising</b>							
<b>\$ 26,000.00</b>							
\$ 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	<b>subtotal Print Advertising</b>						
<b>Out of Home Advertising</b>							
\$ 8,000.00							
\$ 6,215.48	Ogden & Tremonton Billboards						
\$ 6,215.48	<b>subtotal Out of Home Adv.</b>						
<b>PR/Social Media</b>							
\$ 10,200.00							
\$ 8,000.00	Social Media Influencer						
\$ 1,000.00	Social Media Content						
\$ 9,000.00	<b>subtotal PR/Social Media</b>						
\$ 75,374.98	<b>Total Obligated</b>						
\$ 99,027.00	<b>Total Budget</b>						
\$ 23,652.03	<b>Total Remaining</b>						

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