



# Southeast Idaho High Country Tourism October 26, 2022 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on October 26, 2022 at the Lava Hot Springs Foundation, 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**

Attending were President Tami Leonhardt (teams), Secretary Bridget Losee, Grant Administrator-Treasurer Destiny Egley. Council members: Tish Dahmen, Kristen Jensen (teams), Sherril Tillotson, Tyson Koester. Guest: Nancy Richardson (ITC), Ron Gardener, Ian Hallagan (BRHA), Birgitta Bright and Ann Yearsley.

## **Bear River Presentation-Ian Hallagan**

Ian Halligan from the "Voices from Bear River" podcast project will be attending our Travel Council meeting to answer questions and to discuss the possibility of High Country's involvement. Birgitta spoke to him before ICORT and wanted to give us a summary of that conversation so that we can be prepared for the meeting. I have also attached an example of the proposal for the Bear Lake CVB.

The idea is that this podcast will feature craftspeople, traditional artists, historians, storytellers, and local legends to support rural, folk and traditional, arts and crafts, and people of color communities. It could highlight unique heritage businesses, museums and art institutions from a cultural, natural and historical perspective. Some of the things featured in Rich County, UT, included rawhide braiding, the legend of the Bear Lake Monster, story of Old Ephraim (the Grizzly), and boot making. He has done another series titled "Hide and Horn" which celebrates saddle making from the Jackson Hole, Wyoming area that will give you a feel for his work.

You can listen here: <https://podyssey.fm/podcast/itunes1470191632-Hide-and-Horn>

Podcast 5-7 minutes. Ian would like to work with each county and create awareness and encourage people to travel to our region.

The parameters of the proposal are that Ian is looking to produce several 25-30 minute podcasts which would include 4 or 5 approximately five to seven minute segments. If we had him produce 8-10 segments from our region, the cost would be approximately \$12k or \$1200-\$1500 per segment. This cost could be shared with the area and/or business that the podcast segment features. In the attached proposal, you can see how he arrives at the pricing. The actual cost for the Rich County podcasts he produced was \$12k not \$8k, which is where the above \$12k comes from.

## **Budget Justification**

Expenses for this project are split across three categories: Travel, Salaries & Wages, and technical Expenses. \$1,400 will be used for travel across Rich County, where fieldwork and oral histories will be conducted in the homes, shops, and businesses of participants. These expenses can be further broken down across hotel lodging (\$400), mileage (\$400 and per diem (\$600). \$5,500 will go towards salaries and wages that will cover all aspects of the project from start to finish, which will last approximately 10 months and include recording oral histories, conducting audiovisual fieldwork activities and all associated audio production for episodes. Finally, \$1,100 will cover various technical expenses. Podcast hosting fees (\$50) and licensing costs for software used in audio production (\$450) will guarantee that the podcast will be able to reach the widest audience possible, while also presenting episodes of the

podcast in the highest quality possible. On this same note, \$600 will go towards the purchasing of industry standard audio equipment to be used in audio narration. Focus on 2 counties at a time and rotate counties per episode.

1. Represent a different county at a time.
2. Or cover the entire region.
3. Cover local gems per county.
4. Have multiple activities and events for people to enjoy per area. Something that will entice them to stay overnight or for a weekend. Support businesses in each area.
5. We could have the community's partner with HCT on this advertising opportunity.

Destiny Egley made a motion to explore partners and contact communities to see who would like to participate in the project and to later decide on amount to spend on this project, Kristen Jensen seconded the motion. The motion was unanimously.

**Minutes**

The September 21, 2022 meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve the September 21, 2022 meeting minutes, Tish Dahmen seconded the motion. The motion carried unanimously.

**Financial Status Report-Action Item**

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

<b>SOUTHEAST IDAHO HIGH COUNTRY</b>			<b>10/25/22</b>
<b>MONTHLY EXPENSE REPORT</b>			
<b>BANK BALANCE FORWARD</b>			<b>\$ 28,073.05</b>
<b>DEPOSITS/REIMBURSEMENTS</b>			
	DEPOSIT - RFF #7 2021 GRANT		\$ 4,568.98
	DEPOSIT - Bear Lake CVB 1/2 cost booth regist. For Boise show		\$ 265.00
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	<b>Total Deposits</b>		<b>\$ 4,833.98</b>
<b>EXPENSES</b>			
	Advertising - Forrest Design Group	\$ 17,606.61	
	Century Link - Telephone & Long Distance June-Aug	\$ 62.44	
	Website - Homeland Web	\$ 1,266.00	
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 139.52	
	Meeting - Mikes Market monthly meeting	\$ 24.36	
	Ron Gardner - Social Media Management	\$ 400.00	
	Travel Adventure Show - Dallas, TX	\$ 3,895.00	
	Fairfield Inn - Lodging for ICORT	\$ 203.04	
	Lava Hot Springs KOA - Social media influencer lodging	\$ 146.48	
	Destiny Egley - Travel reimbursement/per diem for ICORT	\$ 310.93	
	International Sportsmans Expo - booth registration	\$ 1,425.00	
	Office Max - Office supplies	\$ 91.70	
		\$ -	
	<b>TOTAL EXPENDITURES</b>	<b>\$ 25,571.08</b>	
<b>BANK ENDING BALANCE</b>			<b>\$ 7,335.95</b>
	<u>Account Details As of 10/25/2022</u>		
	<u>IRELAND BANK</u>		
	<u>E\$\$ENTIAL CHECKING ACCOUNT</u>		
	*****2529		

\$7,355.95

Register: IRELAND BANK CHECKING								
From 09/21/2022 through 10/25/2022								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
9/21/2022	DB	Mike's Market	Fulfillment-Direct Mail & Email:Postage	September meeting refreshments	24.36	X		26,543.69
9/28/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	Fulfillment postage	15.43	X		26,528.26
9/29/2022			GRANT AWARD	Deposit RFF #7 2021 Grant		X	4,568.98	31,097.24
9/30/2022	DB	Travel Adventure Show	Trade & Travel Shows	Registration for 2023 Travel Adv. show in Dallas, TX	3,895.00	X		27,202.24
10/3/2022	DB	Office Max	Administration:Supplies	Admin office supplies 2021 Grant RFF #8	91.7			27,110.54
10/5/2022		Bear Lake CVB	Accounts receivable				265	27,375.54
10/12/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee 2021 Grant Final RFF	17.99			27,357.55
10/13/2022	2863	Century Link	Accounts Payable	Data phone line charges Admin 2021 Grant RFF #8	62.1			27,295.45
10/13/2022	2864	Lumen	Accounts Payable	208-776-5155 903B	0.34			27,295.11
10/13/2022	2865	Forrest Design Group	Accounts Payable	Advertising 2021 Grant RFF #8	17,606.61			9,688.50
10/13/2022	2866	Ron Gardner	Accounts Payable	Social media management 2022 Grant RFF #8	400			9,288.50
10/13/2022	2867	Homeland Web	Accounts Payable	Website management, maint. and newsletter 2021 Grant RFF #8	1,266.00			8,022.50
10/19/2022	DB	Fairfield Inn	Other Allowable Costs - Regist.	Lodging for ICORT 10/19/22	203.04			7,819.46
10/20/2022	DB	Lava Hot Springs KOA	Public Relations	Linda-Carol Social media influencer lodging	146.48			7,672.98
10/20/2022	2868	Destiny Egley	Other Allowable Costs - Regist.	ICORT 2022 Destiny grant manager per diem 2021 Grant RFF #8	310.93			7,362.05
10/24/2022	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	postage for pkg sent to CPA grant taxes	6.1			7,355.95

TRAVEL SHOW NAME	DATES	BOOTH \$	PD	POWER	PD	LODGING	PD	FLIGHT	PD	PER DIEM	PD	TOTALS	Attendees and Co-ops	
Utah Travel/Morris Murdock Show	1/25 & Jan. 27-28	\$ 1,395.00										\$ 1,395.00		
SLC RV Show	Feb. 16-19	\$ 2,000.00										\$ 2,000.00	Co-op with YTT	
SLC Sportsmans Expo	March 16-19	\$ 1,425.00	X									\$ 1,425.00		
Experience Idaho Expo	5/6/2022	\$ 530.00	X									\$ 530.00		
Dallas Travel & Adventure Show	April 1-2, 2033	\$ 3,895.00	X									\$ 3,895.00		
												\$ -		
<b>INTERNATIONAL SHOWS</b>													\$ -	
International Roundup-IRU	April 23-26											\$ -		
Calgary Show Canada w/BLCVB	March 18-19	\$ 1,450.00										\$ 1,450.00		
<b>TOTALS</b>												<b>\$ 10,695.00</b>		

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

**Social Media Report-Ron Gardener**

Posts	Impressions
Pebble Creek	211
Cold Weather Coming	125
Wellness Break	85

Leland Howard Photographer	296
Aerial Photos City Creek	141
Cooler Temps on the way	142
Lava Senior Center Craft Fair	74
Lava Hot Springs	185
Construction interchange	68
US Flag	76
I-15 detour	74
Veteran's Day	98
Halloween Festivities	222
Fall explore SE ID	231
Beautiful high mountains	216
Iconic Idaho	416
Haunted History Walking tour	917
Foundation winter hours	182
Glamping	269
Merrills on the move	174

Influencer-Merrillsonthemove podcasts reached over 8000 of their viewers. Birgitta reposted the podcast on our Facebook and received 260 followers. They use a drone to get their pictures. Sarah will be coming to our region next month. They have 12,000 followers. Once we get her posts on our social media, we will get more followers.

Tami Leonhardt asked Ron if he goes in and invites people to our Facebook posts. He goes in and finds people that follow our Facebook page. Tami asked if Ron boosts our posts. Birgitta Bright boosts the posts on Facebook. Ron mentioned that a couple meetings ago that the council had mentioned that they didn't want him to promote single events such as concerts, ISU plays etc. The council suggested lumping the activities-events together and directing the people to our website events page.

### **Suggestions**

- Put the events out at least 2 weeks before the date of the event.
- Repost the event a couple times within the two week period.
- Promote 2 hours travel time.
- Place a link and hashtags on the posts.
- Wellness breaks
- Calendar- specific day. Do a tie in to the region with a specific day.
- People are starting to plan their trip 3 months ahead. They weren't planning that far out during covid.
- ITC report-Nancy will download the report from the insight page. Nancy will get someone to help with demo dashboard.
- Promote Podcasts on Facebook.
- Ron needs some updated snowmobile pics. Tami Leonhardt said that she has some snowmobiling pictures on her website that he could use.

The following contacts were mentioned to reach out to for pictures.

1. Tony Harrison-Fam Trips
2. ISA Idaho Ski Association
3. BRHA Darren Parry
4. Hanna and Associates
5. Photography Group

### **ICORT (Idaho Conference on Recreation and Tourism) Report**

ICORT was held in Twin Falls on October 17-19, 2022. Destiny Egley, Tish Dahmen, Kristen Jensen, Birgitta Bright and Molly Beseris attended the conference. They felt like it was a family reunion being able to see everyone in person. It was a great conference the speakers had good information and data of where visitors were coming from.

## Region stats

- we are doing really well when comparing 2019 to 2021 our spending is up 5%,
- Total travel spending was down 27%.
- People like to go from region 5 to IF for fun.
- Region 6 likes to visit our region.

## Visitors Market

1. Most popular most profitable is business
2. Marketable leisure.
3. Least profitable is visiting friends and family.

We need to target the friends and family for an action based visit.

## Great repeat visitors

Mode of travel to our region

1. 70% car or truck
2. Airplane

We need to leverage our social media to cooperate with all communities in our region. International market is slowly coming back. The Roundup will be held in Boise this year. Tish Dahmen was impressed with all the information and vendors at the conference.

ITC "bottles to barrels byway" 30 day campaign. Will run Mar-June 2023. Bandwango. Idaho Wine and restaurant industry. ITC will have more details after the first of the year. They could work the distilleries-wineries into the tour.

The attendees of the conference will receive an email with the conference information.

1. April breweries
2. May restaurants
3. June wineries

## Advertising-Marketing Budget Status-Birgitta Bright

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)							
10/26/2022	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>Digital Advertising</b>							
<b>\$ 36,105.00</b>							
\$ 2,575.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP		spring 2022		running
\$ 12,500.00	Programmatic Digital	all year-multi campaign					running
\$ 6,250.00	Miles Media	VisitTheUSA Yellowstone Page	VP/YTT		continuous		live
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page Updates			continuous		pending
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads			1st half 2022		ongoing
\$ 5,000.00	MyYellowstonePark.com	1/2 pg ad in trip planner		40k	1st half 2022		complete
\$ 868.75	Northwest Travel nwtravelmag.com	Fall trip planner	N/A	lead+30kc/210kr	Aug/Sept/Oct 22		running
\$ 1,500.00	Northwest Travel nwtravelmag.com	E-newsletter	N/A	20,000	Sep-22		sent to Magazine
\$ 585.46	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		ongoing

\$ 1,000.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				ongoing
<b>\$ 41,522.96</b>	<b>subtotal Digital Advertising</b>						
<b>Video Advertising</b>							
<b>\$ 17,522.00</b>							
\$ 9,522.00	Video creation and photography	schedule and itinerary with Merlin Films in process					OTT spots complete
\$ 8,000.00	Digital/OTT Streaming	:15 and :30	N/A		through Dec		ongoing
<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	Back Covr w LCOC		Oct-22	10/1/2022	complete
\$ 3,750.00	Collateral materials	rv tour guides, activities guide, tradeshow one-sheets, etc					ongoing
\$ 5,437.50	2022 Idaho Travel Guide	Full page ad	N/A		annual		complete
\$ 1,250.00	Deseret Magazine	Full page ad	N/A		Nov-21		complete
\$ 1,125.00	Deseret News	1/2 pg 175 year Pioneer issue	N/A		Jul-22		complete
\$ 8,505.00	American Road Magazine	1/2 pg ads, dig itinerary, swpstk leads, vrtual roadtrip, getawy deals, vis gd promo, vid enhanc (\$1150/mo gratis)			wtr/spr/sum		complete
\$ 3,346.25	Northwest Travel & Life Magazine	1/2 pg ad		30k circ/210k rdr	Aug/Sept/Oct 22		complete
<b>\$ 24,663.75</b>	<b>subtotal Print Advertising</b>						
<b>Out of Home Advertising</b>							
<b>\$ 8,000.00</b>							
\$ 625.00	Ogden & Tremonton Billboards	2 billboards at Farr West (Ogden) and Tremonton	last period 12-27-21 to 1-23-22 from previous contract				cancelled
<b>\$ 625.00</b>	<b>subtotal Out of Home Adv.</b>						
<b>PR/Social Media</b>							
<b>\$ 10,200.00</b>							
\$ 5,486.88	Social Media Influencer	Merrills on the move			Posts complete		Visit complete

\$ 5,419.29	Social Media Influencer	Linda-Carol Spencer			Posts pending		Visit complete
\$ 2,500.00	Social Media Influencer	Sarah Rohrbach			visit 11/11/22		pending
\$ 300.00	Red Sky PR	International Lookbook photos					
<b>\$ 13,706.16</b>	<b>subtotal PR/Social Media</b>						
<b>Wellness Campaign</b>							
<b>\$ 30,000.00</b>							
\$ 1,250.00	E-Newsletter		co-op available			4th quarter	
\$ 3,125.00	Social media influencer/live event	vetting influencers	co-op available			4th quarter	
\$ 10,000.00	Programmatic Digital ads	running					in progress
\$ 6,250.00	Video content/clips		co-op available			4th quarter	
\$ 1,875.00	Landing page	page built/adding featured listing	co-op available				complete
\$ 7,500.00	National Wellness mag ad		co-op available			4th quarter	
<b>\$ 30,000.00</b>	<b>subtotal Wellness Campaign</b>						
<b>\$128,039.88</b>	<b>Total Obligated</b>						
<b>\$ 127,827.00</b>	<b>Total Budget</b>						
<b>\$ (212.88)</b>	<b>Total Remaining</b>						

### HIGH COUNTRY TOURISM ADVERTISING PLAN 2022-2023 (22-v-1)

10/26/2022	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
<b>Digital Advertising</b>							
<b>\$ 57,900.00</b>							
\$ 6,250.00	Miles Media	Canada West Multi-Channel Cmpn	ITC/VP		spring 2023		
\$ 10,000.00	Programmatic Digital	all year-multi campaign					
\$ 18,125.00	Bandwango	4					
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page Updates			continuous		
\$ 11,625.00	Americanroadmagazine.com	Itinerary, Virtual Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads			aut/win/spr/sum		

\$ 1,875.00	Americanroadmagazine.com	enewsletter x2		Nov-jan	win/spr		
\$ 4,993.75	MyYellowstonePark.com	Targeted Leads			1st half 2023		
\$ 5,000.00	MyYellowstonePark.com	1/2 pg ad in trip planner		40k	1st half 2023		
\$ 868.75	Northwest Travel nwtravelmag.com	Fall trip planner	N/A	lead+30kc/210kr	Aug/Sept/Oct 23		
\$ 1,500.00	Northwest Travel nwtravelmag.com	E-newsletter	N/A	20,000	Sep-22		
\$ 562.50	ISSUU.COM	Sub for EXP SE ID Mag	N/A		annual		
\$ 7,500.00	Great American West	Reg website x8; reg nwsltr x4; reporting; SM Postsx2	N/A		annual		
\$ 3,750.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				
<b>\$ 78,300.00</b>	<b>subtotal Digital Advertising</b>						
<b>Video Advertising</b>							
<b>\$ 18,000.00</b>							
\$ 8,000.00	Video creation and photography						
\$ 10,000.00	Digital/OTT Streaming	:15 and :30	N/A				
<b>\$ 18,000.00</b>	<b>subtotal Video Advertising</b>						
<b>Audio Advertising</b>							
<b>\$ 3,000.00</b>							
\$ 3,000.00	programmatic audio	audio spots targeting listener on spotify/apple/pandora etc	available	SLC metro	Dec-Feb		
\$ -							
<b>\$ 3,000.00</b>	<b>subtotal Audio Advertising</b>						
<b>Print Advertising</b>							
<b>\$ 37,800.00</b>							
\$ 1,250.00	RV Idaho 2024	1/2 page full color	Back Covr w LCOC?				
\$ 3,750.00	Collateral materials	rv tour guides, activities guide, tradeshaw one-sheets, etc					
\$ 5,712.50	2023 Idaho Travel Guide	Full page ad	N/A		annual		



\$ -							
\$ -							
<b>\$ 10,712.50</b>	<b>subtotal Print Advertising</b>						
<b>PR/Social Media</b>							
<b>\$ 10,300.00</b>							
\$ 3,750.00	Red Sky PR co-op	Targeted Promotion: Wellness	TBD				
\$ 10,500.00	Social Media Influencer & content						
\$ -							
<b>\$ 14,250.00</b>	<b>subtotal PR/Social Media</b>						
<b>\$ 124,262.50</b>	<b>Total Obligated</b>						
<b>\$ 127,000.00</b>	<b>Total Budget</b>						
<b>\$ 2,737.50</b>	<b>Total Remaining</b>						

**Options for (Drone) 30 second videos**

**Locations**

Green Way footage.  
 Rose pond-Blackfoot.  
 Inman Canyon-Inkom  
 Fishing-Victor  
 footage below the dam-American Falls.

**Linda Carol-Influencer**

- KOA HP
- Soda Springs Geyser
- Bear Lake- Butch Cassidy Museum
- Bloomington lake hike
- Fish Haven-cabin
- Coopers lunch

She drove around the lake, but it was a rainy day. She visited the Bear Lake bird refuge. She has sent all the receipts and invoice already very organized. We are going to do a sponsorship with her and have a giveaway as part of her package. Tami Leonhardt offered a 2 night stay in Bear Lake- November 4<sup>th</sup> giveaway.

Birgitta will email the option on the Bandwango passport advertising opportunities for the council to vote on which they want to do.

**Website Report-Ann Yearsley**

Ann has been updating the events pages with information from the SE Idaho Magazine. There are hundreds of events, so she hasn't been able to update all of them.

Unique Visits are up 23% from last year because for Fire Searches. Google Visits were up 24%. Direct visits were up 19%. Visit from Idaho and Utah are down. The most visited pages were fire report, events , the home page , ATV Trails and recreation. Gmail blocked 99% or 30,800 newsletter emails. Ann researched and added HCT domain names to Google's verified sender list. This may help! 70% use cell phones.

Ann compared google Analytics statistics to GoDaddy Awstats for August. Most of them were similar but there were some huge differences in some of them. The homepage was way off in 1889 to 7072. GoDaddy Awstats doesn't track unique visitors, so we only see pageviews. It is pretty difficult to compare them.

While cleaning up the new website, Ann wondered if the old Snowmobile and Ski Map PDFs were still being downloaded. She ran a report on all downloaded PDFs for the last 10 months. Over 1500 were downloaded. People only requested 42 printed maps since May 2022.

National Travel Week-press release to the media to see who will pick it up.

**Other Business**

1. Idaho Adventure Guide reprint invoicing. Sherril Tillotson asked if anyone has been invoiced for their ads. Destiny responded that she hadn't received an invoice.
2. Travel Shows graph included on the financial report. If anyone wants to attend any of the shows let Destiny know.

**Schedule Next Meeting**

The next meeting will be held on November 16, 2022 @ 10am at the Lava Hot Springs Foundation Board Room.

**Adjourn**

Tish Dahmen made a motion to adjourn the meeting, Destiny Egley seconded the motion. The meeting ended at 1:04pm.

Minutes by Bridget Losee  
HCT Secretary