



# Southeast Idaho High Country Tourism September 15, 2021 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on September 15, 2021 at the Chuckwagon Restaurant, 211 E. Main Street, Lava Hot Springs, Idaho.

**Present**

In attendance were officers: President Devanee Morrison, Grant Administrator-Treasurer Destiny Egley. Council members: Sherril Tillotson, Tami Leonhardt, Darlene Downs, Kristen Jensen, Tish Dahmen. Guests: Birgitta Bright, Kiana Spillman, and Ann Yearsley.

**Welcome and Introductions**

High Country Tourism President Devanee Morrison called the meeting to order and welcomed all in attendance.

**VP Open Seat Appointment**

President, Devanee Morrison opened the floor for nominations for Vice President. Sherill Tillotson nominated Tami Leonhardt. No other nominations were voiced. Tami Leonhardt was seated by acclamation.

**Minutes**

The August 25, 2021 meeting minutes were emailed to council members. Destiny Egley made a motion to approve the August 25, 2021 minutes, Tami Leonhardt seconded the motion. The motion carried by vote.

**Financial Status Report**

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

<b>SOUTHEAST IDAHO HIGH COUNTRY</b>			<b>09/14/21</b>
<b>MONTHLY EXPENSE REPORT</b>			
<b>BANK BALANCE FORWARD</b>			<b>\$ 18,229.97</b>
<b>DEPOSITS/REIMBURSEMENTS</b>			
	DEPOSIT - RFF #4 2020 Grant 9/14/2021		\$ 7,703.65
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	<b>Total Deposits</b>		<b>\$ 7,703.65</b>
<b>EXPENSES</b>			
	Advertising - Forrest Design Group	\$ 7,961.64	
	Century Link - Telephone & Long Distance	\$ 59.50	
	Website - Homeland Web	\$ 532.70	
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 314.92	
	Meeting - refreshments for meeting in Malad	\$ 12.62	
	Ron Gardner - Social Media Management	\$ 400.00	
	Microsoft Store - Software annual fee	\$ 99.99	
	Office Max - Admin office supplies	\$ 232.95	
	International Sportsmans Expo - Sandy UT booth registration	\$ 1,400.00	
	Good News - Brochure distribution contract Teton area	\$ 456.95	
	American Bus Association - registration for Tami Leonhardt	\$ 1,595.00	
	Lava Chamber of Commerce - Brochure co-op	\$ 1,000.00	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
	<b>TOTAL EXPENDITURES</b>	<b>\$ 14,066.27</b>	
<b>BANK ENDING BALANCE</b>			<b>\$ 11,867.35</b>

<u>Account Details As of 9/14/2021</u>			
IRELAND BANK			
E\$SENTIAL CHECKING ACCOUNT			
*****2529			
\$22,220.28			

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  
9/14/2021

<u>ELEMENTS</u>	<u>AWARDED</u>	<u>AMENDED</u>	<u>RCVD YTD</u>	<u>NEXT RFF</u>	<u>OBLIGATED</u>	<u>AVAILABLE</u>
Administration	\$ 3,000.00	\$ 3,000.00	\$ 1,039.22	\$ 390.80	\$ -	\$ 1,569.98
Advertising-Co-ops-Collateral	\$ 79,689.00	\$ 94,687.76	\$ 28,025.27	\$34,218.25	\$ 31,081.25	\$ 1,362.99
Fulfillment	\$ 14,800.00	\$ 14,170.00	\$ 11,827.40	\$ 1,007.81	\$ 1,079.85	\$ 254.94
Website	\$ 10,600.00	\$ 7,069.32	\$ 3,480.17	\$ 1,258.50	\$ 1,500.00	\$ 830.65

Fam Tours & Site Visits	\$ 1,000.00	\$ 106.92	\$ 106.92	\$ -	\$ -	\$ -
Trade and Travel Shows	\$ 11,500.00	\$ 6,955.00	\$ 1,070.00	\$ 2,995.00	\$ 2,890.00	\$ -
Training Esto & ICORT & Influencer	\$ 5,400.00	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTALS</b>	<b>\$ 125,989.00</b>	<b>\$ 125,989.00</b>	<b>\$ 45,548.98</b>	<b>\$ 39,870.36</b>	<b>\$ 36,551.10</b>	<b>\$ 4,018.56</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>					

**\*\*2021 GRANT AWARD - \$173,522.00 and started August 1st, 2021**

**SOCIAL MEDIA REPORT**

Most like posts. Aug '21  
 1.3K - 8/14 - Bear Lake - north beach closed/full - east beach is open  
 630 - 8/05 - new neon signs to be lit during 1st Friday Art Walk in Pocatello  
 449 - 8/02 - 3rd anniversary - butterfly haven  
 375 - 8/21 - Bear Lake County Fair to begin  
 323 - 8/27 - Dogapoolooza coming up.

Sherill Tillotson made a motion to approve the financial report as presented, Tish Dahmen seconded the motion. The motion carried by vote.

**Travel Show Updates:**

Grant Administrator Destiny Egley reported that the Go West Travel Show has not been paid for yet due to the possibility of cancellation. The Canadian-Snowbird Show does not have a date yet. Destiny Egley is working on getting Fish and Game involved in the Sportsman Show. Tish Dahmen sent information to Destiny for shows in April 2022.

Birgitta Bright will update tour bus info on the website. Birgitta will be creating business cards for HCT for bus tour operator shows. The single sheet with content for bus tours to be updated. The website will incorporate a tab with all content and the show rep listed. The office contact will be Destiny Egley, Grant Administrator. An email list will be sent to Ann Yearsley to reach out with information. Tish stated that for bus tour shows it would be nice to have two reps attend. Destiny stated that HCT could cover registration for a second rep, but not the travel and per diem expense.

**Website Report**

Ann Yearsley presented the website report. Ann reports that incognito windows could be blocking analytics from Google. Increased use of VPNs also could be affecting analytics. Discussion regarding Google Analytics used as a baseline due to the inability to determine differential changes in analytics. 1640 fire searchers went to other pages. 21,000 visits from iPhone and Android. There is a correction in the report to SeeSource. It is not KSL but rather programmatic digital.

**Advertising Budget Status**

HIGH COUNTRY TOURISM ADVERTISING PLAN 2020-2021 (20-v-1)							
9/15/2021	HCT	DESCRIPTION	CO-OP	CIRCULATION	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		in production
\$ 2,575.00	Miles Media	Canada West Multi-Channel Cmpn	ITC INTL/POKY		Jul-21		scheduled for July
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	ITC INTL/POKY		all year		in progress

\$ 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	...	June 2021 (as borders open)		
<b>\$ 22,762.50</b>	<b>subtotal Intl/Canada</b>						
<b>National</b>							
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2021	pending
\$ 10,000.00	Programmatic Digital	all year-multi campaign	n/a		All year		in progress
\$ 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/sum		in progress
<b>\$ 25,731.25</b>	<b>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/BLCVB		annual 13x contract		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		
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad			Jan-21		complete
<b>\$ 14,474.69</b>	<b>subtotal Utah/Idaho</b>						
<b>Misc Advertising/Marketing Items</b>							
\$ 1,000.00	Animate HCT Logo						
\$ 1,000.00	Issuu.com	Annual subscription and prep stories for social media					
\$ 712.00	Tour Bus Operator Guides to SE Idaho	condense to 4 tours, add contact info, new text/photos					
\$ 500.00	Additional Trade Show Display	for use at simultaneous shows					

\$ 3,212.00	subtotal Misc						
\$ 66,180.44	Total						

**Other Business**

Ron Gardner has requested that any fall foliage ideas be sent to him in order to create fall foliage posts on social media.

**Next Meeting**

The next meeting will be held on October 20, 2021 @ 10am at the Chuckwagon Restaurant in Lava Hot Springs.

**Adjourn**

Sherill made a motion to adjourn the meeting, Destiny seconded the motion. The meeting was adjourned at 12:08pm.

Minutes by: Devanee Morrison, President HCT