

# Southeast Idaho High Country Tourism September 18, 2019 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on Wednesday September 18, 2019 at 9:00 am, at Marriott TownePlace Suites, Pocatello Idaho.

#### Present

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Tish Dahmen, Kristen Jensen, Shawn Oliverson, Randy L' Teton. Guest: Birgitta Bright, and Matt Hunter.

## Welcome and Introductions

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

#### *Minutes*

The council reviewed the August 28, 2019 meeting minutes. After review Destiny Egley made a motion to approve the minutes, Tish Dahman seconded the motion. The motion carried unanimously.

#### Financial Status Report

Grant Administrator Destiny Egley went over the following financial reports:

SOUTHEAST IDAHO HIGH COUNTRY		09/17/19
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$ 30,600.79
		•
DEPOSITS/REIMBURSEMENTS Next Meeting The next meeting will be held on September 18, 2019 at the Marriot in Pocatello. Birgitta Bright will contact Jeff about reserving the conference room at the Marriot for the meeting.		
Adjourn Destiny Egley made a motion to adjourn the meeting, Dan Lau seconded the motion. The motion was adjourned at 12:28pm.		
Minutes by:		
Bridget Losee		
HCT Secretary er		
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ _
DEPOSIT -		\$ -
Total Deposits		\$ -
EXPENSES		
Advertising - Forrest Design Group	\$ 9,550.63	
Century Link - Telephone & Long Distance	\$ -	
Website - Homeland Web	\$ 782.50	
Postage & Delivery - Fulfillment & Stamps.com fees	\$ 188.12	
Meeting - Chuckwagon monthly meeting	\$ -	
Ron Gardner - Social Media Management	\$ 400.00	
Office Max - Office supplies	\$ 194.32	
Idaho State University - Advertising Billboard co-op	\$ 1,700.00	
Mimi Payne Photography	\$ 120.00	

	Sun Valley Resort - Down on Lodging for ICORT October	\$ 160.27	
	Frameworks Meeting - Registration for Destiny to ICORT in October	\$ 260.00	
	Malad Chamber of Commerce - Display at Cherry Creek Vis. Center	\$ 600.00	
		\$ -	
		\$ -	
		\$ -	
	TOTAL EXPENDITURES	\$ 13,955.84	
BAI	NK ENDING BALANCE		\$ 16,644.95
	Account Details As of 9/17/2019		
	IRELAND BANK		
	E\$\$ENTIAL CHECKING ACCOUNT		
	******2529		
	\$17,644.95		•

# Ireland Bank Checking Activity

Register: IREL	AND BAN	K CHECKING						
From 08/29/2	2019 throu	ıgh						
09/17/2019								
Sorted by: Date, Type, Number/Ref								
Date		Payee	Account	Memo	Payment	С	Deposit	Balance
8/29/2019	/29/2019 DB Office Max Administration:Supplies Office supplies Admin RFF #5		Office supplies Admin RFF #5	194.32	Χ		30,406.47	
		USPS-	Fulfillment-Direct Mail					
8/29/2019	DB	Postmaster	& Email:Postage	Info packet sent	2.13	Х		30,404.34
		Mimi Payne	Advertising - Print &					
8/29/2019	2612	Photography	Digital	mileage	120			30,284.3
		Idaho State						
		University		Billboard advertising co-op 2018 Grant				
8/29/2019	2613	IMNH	Accounts Payable	RFF #5	1,700.00			28,584.3
		Forrest						
		Design						
8/29/2019	2614	Group	Accounts Payable		9,550.63			19,033.7
		USPS-	Fulfillment-Direct Mail					
9/3/2019	DB	Postmaster	& Email:Postage	4 books of 3oz stamps for Fulfillment	68			18,965.7
			Fulfillment-Direct Mail					
			& Email:USPS &					
9/5/2019	DB	Stamps.com	Stamps.com	postage on account for fulfillment	100			18,865.7
		Sun Valley	Other Allowable Costs -					
9/5/2019	DB	Resort	Regist.	ICORT Registration for Destiny	160.27			18,705.4
			Fulfillment-Direct Mail					
- 4- 4		_	& Email:USPS &					
9/9/2019	DB	Stamps.com	Stamps.com	monthly service fee	17.99			18,687.4
		Framework	Sponsorships/State	ICORT 2019 Registration for Destiny				
9/12/2019	DB	Meetings	Events	Egley	260			18,427.4
0/10/2010	2645	Homeland		August website updates, maint. and	700.5			47.644.0
9/12/2019	2615	Web	Accounts Payable	newsletter 2018 Grant RFF #5	782.5			17,644.9
		Malad		Annual fee for 2019 4'x8' display case				
0/12/2010	2010	Chamber of	A accounts Develo	at Cherry Creek Vis. Center 2019 Grant	600			17.044.0
9/12/2019	2616	Commerce	Accounts Payable	RFF #5	600			17,044.9
0/42/2040	2647	Day Cardaa	A to Do to to	Social Media management 2018 Grant	400			46.644.0
9/12/2019	2617	Ron Gardner	Accounts Payable	RFF #5	400			16,644.9

<u>18-V-1 2018 GRANT</u>				Grant 8/1/18 -12/31/19		9/17/2019
<u>ELEMENTS</u>	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	<u>AVAILABLE</u>
Administration	\$ 12,000.00	\$ 2,000.00	\$ 868.27	\$ 51.76	\$ 156.00	\$ 923.97
Advertising-Co-ops-Collateral	\$ 75,697.00	\$ 89,597.00	\$ 51,667.78	\$ -	\$ 33,137.06	\$ 4,792.16
Direct Mail & Email Mktg &						
Fulfillment	\$ 10,000.00	\$10,000.00	\$ 2,509.77	\$ -	\$ 1,400.00	\$ 6,090.23
Website	\$ 12,200.00	\$ 12,200.00	\$ 7,346.26	\$ -	\$ 4,000.00	\$ 853.74

Fam Tours & Site Visits	\$	1,500.00	\$ 1,500.00	\$ 763.05	\$	-	\$	-	\$	736.95
Sponsorships	\$	3,000.00	\$ -	\$ -	\$		\$	-	\$	=
Trade and Travel Shows	\$	12,000.00	\$ 12,000.00	\$ 7,927.48	\$	-	\$	2,000.00	\$	2,072.52
Capital Outlay & Software	\$	500.00	\$ 500.00	\$ 500.00	\$		\$	-	\$	=
Training & Professional Development	\$	1,500.00	\$ 600.00	\$ 260.00	\$		\$	340.00	\$	-
TOTALS	\$	128,397.00	\$128,397.00	\$ 71,842.61	\$	<u>51.76</u>	\$	41,033.06	\$	15,469. <u>57</u>
*Match requirement for year is -	\$	16,050.00								
YTD Match received for year is -	\$	17,607.59								
Match Balance	\$	(1,557.59)								
OBLIGATED AMOUNTS										
Administration - \$2,600 for Fishing & Bir	ding	brochures to be prin	nted, phone line ch	narges, \$8,000 requ	uested	to be shifte	ed int	to regular bu	dget	
Advertising - \$27,389.06 to be done by I	FDG,	\$1,600 social media	, \$548 Oneida pho	tos, \$1,000 BRHA,	\$2600	for Fishing	& Bir	ding brochur	es	
Fulfillment - Postage for fulfillment for 4	l mor	nths plus fees								
Website - monthly expenses for website	billi	ngs								
Trade & Travel Shows - \$2,000 estimate	d hal	f of the tradeshow r	egistration fees co	-op w/YTT, need bi	illing fr	om V.P for	Calg	ary		
Training & Professional Development - F	er d	iem and lodging for	CORT October 21-	24, 2019						
Social Media report for August	Mo	st liked posts - Aug	2019							
	3.4	K - 8/08 -Museum a	dministrator job op	pening						
	959	9 - 8/09 - Bellamy Br	others at Bannock	Co. Fair						
	828	3 - 8/20 - Rose Interd	change constructio	n work						
	630	0 - 8/08 - Lee Brice 8	Wynonna at Port	neuf						•
	Am	pitheatre								
	535	5 - 8/28 - Video - get	to Lava before sur	mmer's over						

ICORT (Idaho Conference on Recreation and Tourism) will be held in Sun Valley on October 21-23, 2019. Council members that would like to attend the conference are;

- Destiny Egley-Grant Administrator
- Tish Dahmen
- Kathy Ray
- Kristen Jensen

Randy L' Teton made a motion to earmark \$1,300.00 toward ICORT representative's registration fees, Kathy Ray seconded the motion. The motion carried.

Tish Dahmen made a motion to approve the financial status report as presented. Kathy Ray seconded the motion. The motion carried.

## Advertising Budget Status

High Count	ry Tourism Market	ing Plan 2018-2019 (2	18-v-1)				
9/18/2019	ADVERTISING ITEM	DESCRIPTION	co-op partners	CIRCULATION	RUN DATE	AD MATERIAL DUE	status
\$ 5,465.63	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads			this week
\$ 2,575.00	Miles Media	Canada West 2019 Spring	ITC co-op				
\$ 3,750.00	MyYellowstonePark.com	1/2 pg Yellowstone Journal & leads	Visit Idaho Co- op		Mar-19		complete
\$ 3,750.00	MyYellowstonePark.com	eblast, banner ads, FB posts		145k/200imp	12-18/1-19		complete

\$ 1,125.00	Salt Lake City Weekly	City Guide Full page ad	Bear Lake/Downata		Mar-19		complete
\$ 2,250.00	Salt Lake City Weekly	Best of Utah Full page ad			Oct-19		
\$ 8,955.00	American Road Magazine	3 2/3 pg ads, 9 mo online itinerary	none at this time	20k/70k unq vis	win 2018, spr, sum 2019		ongoing
\$ 6,250.00	Great American West Consortium	Associated Publication	tbd	tbd	tbd		
\$ 1,249.98	Zions Bank Community Magazine	full page ad	LHSF/BL/Dwnta				
\$ 375.00	Soda Springs Fishing Derby co-op	Idaho Stte Journal adv	Soda Springs				
\$ 875.00	livability magazine	1/2 pg ad					
\$ 1,895.00	go-idaho travel sites	leads and web presence					
\$ 5,437.31	Idaho Travel Guide	Full page ad				9/20/2019	
\$ 4,639.00	Radio Proposal-KSFI	60 sec spots w co-op jan-feb		763,500 cume	11-5-18 to 2-4-19		complete
\$ 1,006.25	RV Idaho	1/2 page full color	n/a		annual		complete
\$ 1,050.00	Dirt Toys	pic of week sponsor 300x250 banner ad	n/a		jan- sept 2019		ongoing
\$ 875.00	Snowest	pic of the week sponsor	n/a		jan- sept 2019		ongoing
\$ 2,500.00	Living Bird/allaboutbirds.org	1 print ad and digital	BL \$600 print?				to print
\$ 10,000.00	Hagadone Digital	CANADA/NATL Geofencing digital	Visit Idaho Co-op	gps dependent			ongoing
\$ 1,250.00	Facebook/instagram	CANADA, SLC, BOI	n/a				ongoing
\$ 2,500.00	Calgary Metro	CANADA native ad bundle	n/a				TBD

\$ 67,773.17

Total

\$(6,376.17) Available

\$ 61,397.00 Total Budget

Idaho Travel Guide; \$5,437.31

Full page ad- 3 Co-ops \$900.00 each, 2 co-ops \$2,600.00

- Idaho Potato Museum
- Fort Hall
- HCT

## Travel Show-New Display(s)

We need to get one or two new display(s). We are co-oping with YTT (Yellowstone Teton Territory) with travel shows this year. Do we need one or two new display(s)? The council agreed to purchase one display. It has been hard to get representatives to attend the travels shows this is the reason for co-op with YTT.

Birgitta brought examples of display designs for the council to view. The council agree on the 3'x 90" display at a cost of \$338.00.

#### Travel Shows:

- Utah Travel Expo-Jan 11-12 Layton, Utah
- Morris Murdock Travel Show-Jan 23 St George, Jan 25-26 Sandy, UT-Kathy
- ABA American Bus Association Jan26-29 Louisville, Ky Tish Dahmen
- Utah Sportsman's Vacation RV February 14-17 Sandy, Ut Reps- Bridget, Tish
- International Sportsman Expo Sandy, UT March 14-17 Kathy, Tish

Kathy Ray made a motion to earmark \$1,000.00 for the development of a new display(s), Destiny Egley seconded the motion. The motion carried.

## Birding and Fishing Brochures

Print 10,000 of each brochure Printing Bids;

- Teton Print and Package: 80lb Printing cost \$846.16 Graphic Design \$211.54 Total \$1,057.70
- Hudson Printing
   Printing cost \$1,993.47
   shipping \$195.00
- Fall Printing 80lb

  Printing cost \$1,302.03

Destiny made a motion to award the bid to Teton Printing for both Fishing and Birding brochures at quantity of 10,000 each at a cost of \$1,057.70 each totaling \$2,115.40, Tish Dahmen seconded the motion. The motion carried.

## Website Report

Ann Yearsley was absent from the meeting.

Ann has received emails-calls from businesses asking her to add their events-attractions to the website.

## Such as;

- Bowling alley
- Arcades
- Movie Theatre
- Axe-Hatchet throwing
- Rock climbing
- Escape rooms
- Laser Tag
- Jump/Trampoline houses

Tish made a motion to add indoor attractions under family fun on the website. Destiny Egley seconded the motion. The motion carried.

#### Brochure Distribution-Bear Brochures

Bear Brochures out of Victor, ID contacted Destiny to see HCT would want to purchase a contract with them to distribute our visitors guide to 25 additional brochure locations. The cost is \$50/mo. Destiny will get an estimate for the rest of this year and then another 9 months for Jan.-Sept. 2020. Destiny will then email the estimates to the council for a vote to approve.

## Other Business

- Fort Hall-Glamping: They will be setting up a teepee during their festival. It can be reserved to stay in during the festival.
- Tish Dahman will be attending ABA (American Bus Association) conference in Omaha NE in January 2020. Tish will submit for appointments this week.
- Randy L' Teton- The Tribal buffalo "Honey" had a baby, it is kept behind the Museum.

  Name of the new baby buffalo? Honey was a deserted baby buffalo that was feed and raised by manager.
- Kathy Ray- BRHA Bear River Heritage Area) will hold open houses in four Southeast Idaho Counties to push education for National Designation. County Commissioners will be at the open houses to discuss the wording in the National Designation Legislation.

## Next Meeting

The next meeting will be held on October 16, 2019 at Chuckwagon Restaurant in Lava Hot Springs at 9:00am.

### Adjourn

Randy L' Teton made a motion to adjourn the meeting, Tish Dahman seconded the motion. The motion was adjourned at 11:08 am.

Minutes by: Bridget Losee HCT Secretary