



# 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
<b>MONTHLY EXPENSE REPORT</b>			
<b>BANK BALANCE FORWARD</b>			<b>\$ 30,600.79</b>
<b>DEPOSITS/REIMBURSEMENTS Next Meeting</b> 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.  <b>Adjourn</b> Destiny Egley made a motion to adjourn the meeting, Dan Lau seconded the motion. The motion was adjourned at 12:28pm.  <b>Minutes by:</b> Bridget Losee HCT Secretary er			
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	DEPOSIT -		\$ -
	<b>Total Deposits</b>		<b>\$ -</b>
<b>EXPENSES</b>			
	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	



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	\$ -
<b>TOTALS</b>	<b>\$ 128,397.00</b>	<b>\$128,397.00</b>	<b>\$ 71,842.61</b>	<b>\$ 51.76</b>	<b>\$ 41,033.06</b>	<b>\$ 15,469.57</b>
*Match requirement for year is -	\$ 16,050.00					
YTD Match received for year is -	\$ 17,607.59					
<b>Match Balance</b>	<b>\$ (1,557.59)</b>					
<b>OBLIGATED AMOUNTS</b>						
Administration - \$2,600 for Fishing & Birding brochures to be printed, phone line charges, \$8,000 requested to be shifted into regular budget						
Advertising - \$27,389.06 to be done by FDG, \$1,600 social media, \$548 Oneida photos, \$1,000 BRHA, \$2600 for Fishing & Birding brochures						
Fulfillment - Postage for fulfillment for 4 months plus fees						
Website - monthly expenses for website billings						
Trade & Travel Shows - \$2,000 estimated half of the tradeshow registration fees co-op w/YTT, need billing from V.P for Calgary						
Training & Professional Development - Per diem and lodging for ICORT October 21-24, 2019						
<b>Social Media report for August</b>	Most liked posts - Aug 2019					
	3.4K - 8/08 -Museum administrator job opening					
	959 - 8/09 - Bellamy Brothers at Bannock Co. Fair					
	828 - 8/20 - Rose Interchange construction work					
	630 - 8/08 - Lee Brice & Wynonna at Portneuf Ampitheatre					
	535 - 8/28 - Video - get to Lava before summer'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 Country Tourism Marketing Plan 2018-2019 (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/Dwnata				
\$ 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-2019	sept	ongoing
\$ 875.00	Snowest	pic of the week sponsor	n/a	...	jan-2019	sept	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
<b>\$ 67,773.17</b>	<b>Total</b>						

\$(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 Reprs- 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