



Southeast Idaho High Country Tourism September 23, 2020 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on September 23, 2020 at the Towne Place Suites by Marriott in Pocatello Idaho.

Fort Hall Bottoms Tour

Randy L Teton took the council on a tour of the Fort Hall Bottoms Area. We got to see buffalo, wild horses and the old Trading Post site. At the buffalo corral there was a buffalo named Honey. She had been bottle feed when she was brought to Fort Hall so she wasn't afraid of us and she came over to welcome us. We were able to pet her.

Thank you Randy' L.

Present

In attendance were officers: President Devanee Morrison, Vice President Kathy Ray, Secretary Bridget Losee and Grant Administrator Destiny Egley. Council members: Randy'L Teton, Tish Dahmen, Kristen Jensen, Jeff Glissendorf and Dan Lau. Guests: Birgitta Bright, Matt Hunter and Scott Elliot.

Welcome and Introductions

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

Minutes

The August 19,2020 meeting minutes were emailed to council members. Dan Lau made a motion to approve the August 19,2020 minutes, Kathy Ray seconded the motion. The motion carried.

Financial Report

Grant Administrator Destiny Egley reported on the financial status and following reports;

SOUTHEAST IDAHO HIGH COUNTRY			09/22/20
MONTHLY EXPENSE REPORT			
BANK BALANCE FORWARD			\$ 20,791.54
DEPOSITS/REIMBURSEMENTS			
	DEPOSIT - Zoom charge refund from August		\$ 14.99
	Total Deposits		\$ 14.99
EXPENSES			
	Advertising - Forrest Design Group	\$ 647.08	
	Century Link - Telephone & Long Distance	\$ 2.91	
	Website - Homeland Web	\$ 383.95	
	Postage & Delivery - Fulfillment & Stamps.com fees	\$ 424.99	
	Meeting - Chuckwagon monthly meeting	\$ 20.00	
	Ron Gardner - Social Media Management	\$ 400.00	
	Microsoft Store - Annual software fee	\$ 99.99	
	ICORT - 4 groups of 3 registered at \$199 ea.	\$ 796.00	
	Office Max - office supplies, envelopes and tape for fulfillment	\$ 136.69	
	TOTAL EXPENDITURES	\$ 2,911.61	
BANK ENDING BALANCE			\$ 17,894.92

		Account Details As of 9/22/2020					
		IRELAND BANK					
		E\$SENTIAL CHECKING ACCOUNT					
		*****2529					
		\$17,994.92					

Register: IRELAND BANK CHECKING								
From 08/19/2020 through 09/22/2020								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
8/19/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	Postage on account for fulfillment	100	X		20,691.54
8/19/2020	DB	Chuckwagon	Meeting Meals	August meeting	20	X		20,671.54
8/24/2020		Deposit	Administration	Zoom charge refunded for August 2020 cancelled 8/13/20		X	14.99	20,686.53
8/25/2020	DB	Microsoft Store	Administration	Annual software renewal 2019 Grant RFF #5	99.99	X		20,586.54
8/25/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	3 oz stamps for fulfillment 2019 Grant RFF #5	51	X		20,535.54
9/3/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on account for fulfillment pkts	100			20,435.54
9/3/2020	2708	Forrest Design Group	Accounts Payable	All about birds digital ad contract 2/15-4/30/20 2019 Grant RFF #5	647.08			19,788.46
9/3/2020	2709	Century Link	Accounts Payable	208-776-5155 903B	2.91			19,785.55
9/3/2020	2710	Ron Gardner	Accounts Payable	Social media management for August 2019 Grant RFF #5	400			19,385.55
9/3/2020	2711	Homeland Web	Accounts Payable	August website management, newsletter and updates 2019 Grant RFF #5	383.95			19,001.60
9/10/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly fee for stamps.com service	17.99			18,983.61
9/17/2020	DB	ICORT	Trade & Travel Shows	ICORT Registrations 4 groups of 3 for HCT	796			18,187.61
9/17/2020	DB	USPS-Postmaster	Fulfillment-Direct Mail & Email:Postage	2 oz stamps for fulfillment 2019 Grant	56			18,131.61
9/21/2020	DB	Office Max	Administration:Supplies	office supplies, envelopes and tape 2019 Grant RFF#5	136.69			17,994.92
9/22/2020	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	postage on acct for fulfillment 2019 Grant Fulfillment	100			17,894.92

19-V-1	2019 GRANT			Grant 8/1/19 - 12/30/20			9/22/2020
ELEMENTS	AWARDED	AMENDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE	
Administration	\$ 2,000.00	\$ 2,000.00	\$ 1,319.68	\$ 105.62	\$ 148.00	\$ 426.70	
Advertising-Co-ops-Collateral	\$ 101,674.00	\$ 59,000.00	\$ 29,376.55	\$ 2,297.08	\$ 25,875.00	\$ 1,451.37	
Fulfillment	\$ 6,500.00	\$ 15,378.00	\$ 12,780.40	\$ 452.21	\$ 2,025.00	\$ 120.39	
Website	\$ 12,250.00	\$ 12,000.00	\$ 5,054.03	\$ 381.00	\$ 5,000.00	\$ 1,564.97	
Fam Tours & Site Visits	\$ 1,000.00	\$ -	\$ -	\$ -		\$ -	
Trade and Travel Shows	\$ 12,000.00	\$ 8,000.00	\$ 6,258.25	\$ 796.00		\$ 945.75	
Training - Este & ICORT	\$ 1,750.00	\$ 796.00	\$ -			\$ 796.00	
TOTALS	\$ 137,174.00	\$ 97,174.00	\$ 54,788.91	\$ 4,031.91	\$ 33,048.00	\$ 5,305.18	
*Match requirement for year is -	\$ 17,146.75						
YTD Match received for year is -	\$ 14,727.23						

Balance of Match still needed	\$ 2,419.52					
**Reverting funds of around \$40K which is taken out of the Advertising-Co-ops-Collateral line item and amended total						
**Obligated amounts are the items that I have a good idea on the amount until December including Adv., \$1K Lava Chamber, \$1K Downata, \$1K So. Bannock Museum, \$500 Malad = \$3,500, Social Media \$1,600, Video \$10,000						
20-V-1	2020 GRANT		Grant 8/1/19 - 12/30/20			9/22/2020
ELEMENTS	AWARDED	RCVD YTD	NEXT RFF	OBLIGATED	AVAILABLE	
Administration	\$ 3,000.00				\$ 3,000.00	
Advertising-Co-ops-Collateral	\$ 79,689.00		\$ 3,395.00		\$ 76,294.00	
Fulfillment	\$ 14,800.00		\$ 427.50		\$ 14,372.50	
Website	\$ 10,600.00				\$ 10,600.00	
Fam Tours & Site Visits	\$ 1,000.00				\$ 1,000.00	
Trade and Travel Shows	\$ 11,500.00				\$ 11,500.00	
Training Esto & ICORT & Influencer	\$ 5,400.00				\$ 5,400.00	
TOTALS	\$ 125,989.00	\$ -	\$ 3,822.50	\$ -	\$ 22,166.50	
*Match requirement for year is -	\$ 15,750.00					
YTD Match received for year is -	\$ -					
Balance of Match still needed	\$ 15,750.00					
SOCIAL MEDIA REPORT						
343 - 8/20 - Fishing. F&G stocking rainbow trout						
309 - 8/01 - Iconic Idaho photos						
299 - 8/11 - how to watch Perseid Meteor Shower						
298 - 8/09 - Oneida Co. Fair is on						
295 - 8/16 - SE Idaho lodging - away from crowds						

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 ADVERTISING PLAN 2020-2021 (20-v-1)						
9/23/2020	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE
International/Canada						
\$ 5,500.00	Herrmann Global	Branded story pkg & pd digital	Visit Idaho Co-op	1.1 mil+ imp and 5700 leads	spring	
\$ 2,575.00	Miles Media*	Canada West 2020 Spring	ITC/Vis Poc co-op		Mar-21	
\$ 6,250.00	Miles Media	VisitTheUSA Trips Page	ITC VP/Other co-op		all year	
\$ 3,750.00	MyYellowstonePark.com	1/2 pg ad & content Yellowston Jrnl FB, enews, online itinerary/content	ITC/VP Co-op		Jan-21	
\$ 2,500.00	MyYellowstonePark.com	1/2 pg trip planner & leads	ITC/VP Co-op	45k prnt/12k lds	Jan-21	10/1/2020
\$ 812.50	Facebook/instagram	CANADA	n/a	...	all year	

\$ 21,387.50 subtotal Intl/Canada

National						
\$ 1,006.25	RV Idaho 2021	1/2 page full color	n/a	...	annual	10/1/2020
\$ 10,000.00	Programmatic Digital	all year-multi campaign	n/a		All year	
\$ 5,500.00	Idaho Travel Guide	Full page ad			Jan-21	9/24/2020
\$ 6,150.00	American Road Magazine	2/3 pg ads, 9 mo online itinerary	co-op available	20k/70k unq vis	win/spr/sum/fall	

\$ 22,656.25 subtotal National

Utah/Idaho						
\$ 6,215.48	Ogden to Idaho border Billboard	2 vinyls spr/sum and fall/wtr			annual 13x contract	
\$ 3,125.00	Radio Proposal-KSFI	61 sec spots w co-op feb-mar	co-op available	763,500 cume	feb-mar 2021	
\$ 437.50	Facebook/instagram	SLC, BOI	n/a	...	all year	
\$ 328.13	Soda Springs Fishing Derby co-op	Idaho State Journal adv	Soda Springs		Feb-21	
\$ 875.00	Pocatello Chamber magazine	1/2 pg ad	co-op available		Jan-21	

\$ 10,981.11 subtotal Utah/Idaho

Special Interest-Snowmobiles, Trails, Birding						
\$ 3,135.00	Living Bird/allaboutbirds.org	2 1/3 pg ads + digital	co-op available	...	winter/spring issue	

\$ 3,135.00 Subtotal Special Interest

\$ 58,159.86 Total

Co-op Opportunities: Birgitta will email the co-op opportunities to council members. The council will need to get the co-op opportunities to their Chambers and Cities.

SE ID Magazine Status:

- Magazine will be approximately 32 pages-36 pages with cover. Print 10,000 copies.
- Rate Card-Birgitta will email to the council.
- Content will be 60% and 40% ads. Content of 10 favorite places to go in SE ID. best routes, family time, festivals, events, rodeos, etc.
- Birgitta has had good responses on ad sales.
- Tourism based ads not residential.
- The magazine will be printed annually. The magazine will come out next month and the advertising will be good for the 2020-2021 year.
- The magazine will be on the website.

Council needs to get specific editorials to Birgitta ASAP. Otherwise Birgitta will put editorial content in the magazine of the region.

Website Stats.

Webmaster Ann Yearsley was absent from the meeting. She emailed the website statistics to the council. Ann is almost done adding the Caribou Loop Trail to the website.

New Visitors are down 15% from last year. Google sent nearly 5400 less visitors. Direct visits are up 280. Most popular pages are for Fire Report, camping and ATV Trails. A new source of visits is from Idaho Digital Learning Portal. 73% of users are on Mobile Devices. There has been an average number of opens but record number of clicks. People are reading the content if they are clicking.

ICORT Update ICORT-Idaho Conference on Recreation and Tourism will be held virtual this year in October. There will be 4 online workshops the first 4 Thursdays in October. Each participant attending the virtual conference will need to fill out a form before the workshops series commences. Destiny Egley will email the link to the form.

Other Business

Restaurants:

- Customers are asking about how the social distancing in restaurants will be during the colder weather-winter months when the option to dine-in is not available.
- There are the options of take out, curbside pickup and drive through.
- Caribou Jacks serves a different meal each night of the week. Customers can order and then pick up.
- Social Distancing. Restaurants need to post their business restrictions are on the outside so that customers know what they are doing.

Next Meeting

The next meeting will be held on October 21, 2020 at the Chuckwagon Restaurant in Lava Hot Springs.

Adjourn

Randy'L Teton made a motion to adjourn the meeting, Kristen Jensen seconded the motion. The meeting was adjourned at 12:08PM.

Minutes by:

Bridget Losee

HCT Secretary