



Southeast Idaho High Country Tourism September 21, 2022 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on September 21, 2022 at the Lava Hot Springs Foundation, 430 E. Main Street, Lava Hot Springs, Idaho.

Welcome and Introductions

Treasurer-Grant Administrator Destiny Egley 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: Randy L' Teton and Kristen Jensen (teams), Darlene Downs, Matt Hunter, Tyson Koester. Guest: Birgitta Bright and Ann Yearsley.

Minutes

The August 24, 2022 meeting minutes were emailed to the council for review. Darlene Downs made a motion to approve the August 24, 2022 meeting minutes, Matt Hunter seconded the motion. The motion carried unanimously.

Financial Status Report-Action Item

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

SOUTHEAST IDAHO HIGH COUNTRY		09/20/22
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		
		\$ 31,348.56
DEPOSITS/REIMBURSEMENTS		
	DEPOSIT - ICORT Registration refund	\$ 300.00
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	Total Deposits	\$ 300.00
EXPENSES		
	Advertising - Forrest Design Group	\$ -
	Century Link - Telephone & Long Distance Aug-Sept.	\$ 0.34
	Website - Homeland Web	\$ 703.50
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 17.99
	Meeting - Chuckwagon monthly meeting	\$ 36.16
	Ron Gardner - Social Media Management	\$ 400.00
	Microsoft Store - Annual Office subscription renewal	\$ 99.99
	IBL Events - Experience Idaho Booth registration co-op BLCVB	\$ 530.00
	Amazon- Smart TV and carry case for trade shows	\$ 287.53
	Good News LLC - Bear Brochures distribution annual contract	\$ 1,200.00
	Malad Valley Welsh Festival-Idaho Magazine Ad	\$ 300.00
		\$ -
		\$ -

			TOTAL EXPENDITURES	\$ 3,575.51			
BANK ENDING BALANCE						\$ 28,073.05	
<u>Account Details As of 9/20/2022</u>							
IRELAND BANK							
E\$SENTIAL CHECKING ACCOUNT							
*****2529							
\$29,171.89							

Register: IRELAND BANK CHECKING								
From 08/24/2022 through 09/20/2022								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
8/24/2022	DB	Chuckwagon	Meeting Meals	August meeting includes June mtg tip	36.16			31,312.40
8/25/2022	DB	Microsoft Store	Administration	Automatic renewal for Software 2021 Grant RFF #7 Admin	99.99			31,212.41
9/12/2022	DB	Stamps.com	Fulfillment-Direct Mail & Email:USPS & Stamps.com	monthly service fee	17.99			31,194.42
9/15/2022	DB	IBL Events	Trade & Travel Shows	Experience Idaho booth registration 2021 Grant RFF #7 co-op BLCVB	530			30,664.42
9/15/2022	DB	Amazon.com	Administration:Supplies	Smart TV and travel case for trade shows 2022 Grant RFF #1	287.53			30,376.89
9/16/2022			Sponsorships/State Events	Deposit Refund ICORT registration			300	30,676.89
9/20/2022	2858	Lumen	Accounts Payable	208-776-5155 903B	0.34			30,676.55
9/20/2022	2859	Good News, LLC	Accounts Payable	Brochure distribution Teton valley and IF annual contract 2022 grant RFF #1	1,200.00			29,476.55
9/20/2022	2860	Malad Valley Welsh Festival	Accounts Payable	Advertising co-op w/Malad for Welsh Festival 2021 Grant RFF #7	300			29,176.55
9/20/2022	2861	Homeland Web	Accounts Payable	August website maintenance and management 2021 Grant RFF #7	703.5			28,473.05
9/20/2022	2862	Ron Gardner	Accounts Payable	Social media management 2021 Grant RFF #7	400			28,073.05

2021 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2021 thru 12/30/2022			RFF's 1-7	Rev.9/20/2022
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 69%)	Telephone line, insurance, tax filing & office supplies	\$4,000.00	\$1,022.74	\$2,977.26
2.0 Advertising - FDG	Description - Vendors	Budget \$	Exp. to date	Balance
2.2 Print Advertising - Mag.	ITC, Poc. Chamber, AmRd, RV ID, Great Am., Living Bird, Sunset Mag.- Wellness Camp	\$22,500.00	\$16,872.50	\$5,627.50
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$10,000.00		\$10,000.00
2.3 Out of Home Advertising				
Billboards	Annual Billboard Contract and printing	\$8,000.00	\$625.00	\$7,375.00
2.4 Video Advertising				
Video/Digital	Video Creation & photography costs, Wellness video clip creations 4 seasons	\$19,522.00	\$1,000.00	\$18,522.00
OTT (Over the top TV)	Digital/Streaming OTT	\$8,000.00		\$8,000.00
2.6 Digital Advertising				
Search/Meta Search	Miles Media, Brand USA, Hermann Global, YNP, WELLNESS SEO & Google ads	\$31,800.00	\$16,712.11	\$15,087.89
Other	KSL.com, Wellness creative content & digital display adv. & retargeting	\$14,805.00		\$14,805.00
10.2 Public Relations				
Influencer Engagement	Social media influencer content & blog	\$1,200.00		\$1,200.00
Content Creation	Social media content creation	\$8,000.00		\$8,000.00
		\$1,000.00		\$1,000.00
TOTAL BUDGET FOR FORREST DESIGN GROUP		\$124,827.00	\$35,209.61	\$89,617.39
5.0 Website - Homeland	Description - Vendors	Budget \$	Exp. to date	Balance

5.1 New Website creation	New website re-design including Wellness Campaign landing page	\$12,000.00	\$5,830.25	\$6,169.75
5.2 Other - Webhosting	webhosting renewals	\$600.00	\$214.55	\$385.45
Domain Name	Annual domain fees	\$150.00		\$150.00
Technical Upgrade	Web upgrades as needed for google analytics/changes	\$3,000.00		\$3,000.00
Maintenance	Web maint., plugins, web updates, newsletters & Wellness newsletters	\$9,500.00	\$7,261.83	\$2,238.17
	TOTAL BUDGET FOR HOMELAND WEB	\$25,250.00	\$13,306.63	\$11,943.37
2.2 Print Advertising	Description - Vendors	Budget \$	Exp. to date	Balance
Collateral Material	Vis. Guide, SEID Mag, Trail maps, Small Comm. Broch.	\$9,800.00		\$9,800.00
Fulfillment Costs	Postage, long distance fees, shipment of brochures	\$7,300.00	\$4,679.25	\$2,620.75
Other - Brochure Dist.	Certified Folder & Bear Brochure distribution contracts	\$7,100.00	\$6,633.97	\$466.03
2.6 Digital Advertising				
Other-online advertising	Go Travel Sites-Go-ID lead generation & email campaign	\$3,395.00	\$3,395.00	\$0.00
6.0 FAM & Site Visits				
Familiarization Tour #1	Yellowstone Loop FAM Tour or other state sponsored	\$1,000.00		\$1,000.00
Familiarization Tour #2	Tour Bus FAM as needed - Specific tour bus requests	\$1,000.00		\$1,000.00
8.0 Trade & Travel Shows				
8.1 Consumer Travel Show				
Show #1	UT Market - UT Travel Expo/MM show, RV, Sportsmans	\$6,000.00	\$7,192.40	-\$1,192.40
Show #2	Intl- ABA, Calgary, Go West, Intl. Round up, Snowbird	\$6,050.00	\$893.94	\$5,156.06
10.0 Other Allowed Costs				
10.1 Training & Prof. Dev.				
ICORT	Registration, Lodging and per diem	\$1,500.00	\$1,200.00	\$300.00
ESTO	Registration	\$1,500.00	\$1,200.00	\$300.00
10.2 Public Relations	Social media management - Ron Gardner	\$4,800.00	\$3,200.00	\$1,600.00
	GRANT TOTAL	\$203,522.00	\$77,933.54	\$125,588.46
	CASH MATCH OBLIGATION	\$25,440.25	\$2,119.49	\$23,320.76

Randy L' Teton made a motion to approve the financial status report as presented, Tami Leonhart seconded the motion. The motion carried unanimously.

2023 Trade Shows

Trade Show options for CY23:

- Utah Travel Show-Morris Murdock-Jan
- SL RV Show-Feb
- SL Sportsman show-March
- Spotlight on the Northwest Travel Show-Bus companies-Booths itineraries \$600.00
- Experience Idaho-Boise Idaho May 6-12, 2023 17th year 8000 visitors 56 N 10th street. Power, table and chairs additional cost. 10x20 \$750.00 BL Co-op
- Calgary Show
- RMI-Boise-IRU International Roundup April24-26
- ABA-not this year
- Go West-not this year
- Spotlight on the Northwest Travel Show-Bus companies-Booths itineraries \$600.00
- Snowbird Shows-Phoenix
- Boise Outdoor Expo
- ESTO Convention-US Travel Association
- Nationwide Travel and Adventures Shows
 - Denver
 - **Dallas**
 - Los Angeles
 - San Francisco

Birgitta recommended that we attend the Dallas Texas show out of the Nationwide Travel and Adventure Shows. Tami mentioned that they get a lot of people from Texas interested in our area. Date: April 1-2, 2023. Destiny will look into the cost and information on this show.

We need to look into sharing booths with other regions at travel shows. We have got booths right next to YTT (Yellowstone Teton Territory) in the past at travel shows to have a larger presence. Jeff Glissendorf sent an email with other travel show options. We need to get more info from Jeff.

Advertising Budget Status

Birgitta Bright of Forrest Design Group reported on the advertising budget status.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2021-2022 (21-v-1)							
9/21/2022	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
Digital Advertising							
\$ 36,105.00							
\$ 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
\$ 41,522.96	subtotal Digital Advertising						
Video Advertising							
\$ 17,522.00							
\$ 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

\$ 17,522.00 **subtotal Video Advertising**

Print Advertising

\$ 26,000.00

\$ 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
\$ 8,505.00	American Road Magazine	1/2 pg ads, dig itinerary, swpstk leads, vrtual roadtrip, getaway 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

\$ 23,538.75 **subtotal Print Advertising**

Out of Home Advertising

\$ 8,000.00

\$ 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
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\$ 625.00 **subtotal Out of Home Adv.**

PR/Social Media

\$ 10,200.00

\$ 8,000.00	Social Media Influencer	Merrills on the move/Sarah Rohrbach			Merrill posts in progress		Merrills visit complete (\$5487)
\$ 6,215.48	Social Media Content	part of above visits					

\$ 14,215.48 **subtotal PR/Social Media**

Wellness Campaign

\$ 30,000.00

\$ 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	pending landing page					in progress
\$ 6,250.00	Video content/clips		co-op available			4th quarter	
\$ 1,875.00	Landing page	page built/adding featured listingd	co-op available				complete
\$ 7,500.00	National Wellness mag ad		co-op available			4th quarter	
\$ 30,000.00	subtotal Wellness Campaign						
\$ 127,424.19	Total Obligated						
\$ 127,827.00	Total Budget						
\$ 402.81	Total Remaining						

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

9/21/2022	HCT	DESCRIPTION	CO-OP	CIRCULATION	RUN DATE	ART DUE	STATUS
Digital Advertising							
\$ 57,900.00							
\$ 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		
\$ 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		
\$ 1,500.00	Paid Social Media Advertising	CANADA/SLC/BOISE	N/A				
\$ 55,050.00	subtotal Digital Advertising						
Video Advertising							
\$ 18,000.00							

\$ 8,000.00	Video creation and photography						
\$ 10,000.00	Digital/OTT Streaming	:15 and :30	N/A				
\$ 18,000.00	subtotal Video Advertising						
Audio Advertising							
\$ 3,000.00							
\$ 3,000.00	programmatic audio	audio spots targeting listener on spotify/apple/pandora etc	available	SLC metro	Dec-Feb		
\$ -							
\$ 3,000.00	subtotal Audio Advertising						
Print Advertising							
\$ 37,800.00							
\$ 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, tradeshow one-sheets, etc					
\$ 5,437.50	2023 Idaho Travel Guide	Full page ad	N/A		annual		
\$ -							
\$ 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		
\$ 3,346.25	Northwest Travel & Life Magazine	1/2 pg ad		30k circ/210k rdr			
\$ 22,288.75	subtotal Print Advertising						
PR/Social Media							
\$ 10,300.00							
\$ -							
\$ 8,000.00	Social Media Influencer						
\$ 2,500.00	Social Media Content	part of above visits					
\$ 10,500.00	subtotal PR/Social Media						
\$ 108,838.75	Total Obligated						
\$ 127,000.00	Total Budget						
\$ 18,161.25	Total Remaining						

Influencer-Merrillsonthemove
Itinerary-August 2022

- Friday evening Pocatello
- Saturday-Shoban Festival-Indian relays and parade.
- Saturday night stayed in Pocatello.
- Sunday-Lava Hot Springs Olympic Swimming Pool, Downata Swimming pool was closed, but the hot pool was open. Spent the night at Downata in a Conestoga Wagon.
- Monday-American Falls Reservoir and stayed in a mini cabin and boated the reservoir.
- Tuesday left for home.
- Follow Merrill to view posts and reels on Instagram

Birgitta has contacted a couple of other influencers.

Bandwango-passport opportunity.

- \$14,000 4 passes for first year.
- \$9500 1 pass for second year.

3 Main Social Media platforms

Instagram

Facebook

TikTok

Other platforms

Pinterest

Snap Chat

Categories (regional)?

- Recreation
- golf
- Museums
- Family Fun

Birgitta will put together a list of options for the council to vote on at the next meeting.

Discussion on hiring a person to post on TikTok, Snapchat and Instagram. HCT and Lava Hot Springs Foundation could possibly co-op on posts. Destiny Egley mentioned Jessica Curzon is good at creation and posts on social media. The council discussed the cost of hiring a person to post on the social media platforms.

- Mary Dawn posts on social media for Birgitta Bright. Birgitta provides the photos and information to Mary Dawn and pay her \$30.00 a post.
- Bearlake pays a person \$2,400.00 a month for pictures, travel, videos and pictures posted on social media platforms.
- Members could send pictures, and she would create the post and reels. She could also use our media library. We will need to pick our target market and do it right.
- The goal is to show people this beautiful area. Such as events, recreation and four legged people. "Lets beat the hump day blues" post. 2-post a week \$50.00.
- Tami uses Vista Works for posts, but they are expensive.

SEI Magazine status

Birgitta added the trail map to the magazine. The magazine should go to press in 2 weeks. The price to add the trail maps to the magazine was \$5,000.00.

Website Report

Webmaster Ann Yearsley reported on the website statistics.

Unique visits are down 18% from last year. Google visits were down 22%. Direct visits were down 5%, Visits from Idaho and Utah were almost equal. The most visited pages were

fire reports (biggest page), concerts, events, the home page, ATV trails, and recreation. The Newsletter had 2653 trackable opens. 70% of our users are on mobile phones. ArcGIS trail maps usage for the last 12 months-items views 5,423 for the period September 2021 to September 2022. Average views per day 14.86.

Events: Monster Trucks, Rodeos, Concerts.

SendinBlue shows only 283 clicks, but Google Analytics shows 1087 click or about ¼ of them. That may mean the OPENS may be close to 10,000. GoDaddy Firewall is blocking over 6000 hacking attempts each month.

We need to hire someone to set up our Google Analytics reports. Google is suppressing data. Browsers are blocking information for privacy issues. Ann can't figure out how to create printable reports. If any of you know of someone, please let her know.

Otherwise, we can hire someone to do it from <https://www.upwork.com/>. Google analytics experts that can print reports. The cost is \$30-\$100 per hour to create and print reports. Do we want to hire someone to create a template and then Ann can go into the report and print. State uses Sojern (they own all the credit card company information for location and movement) program, and we can look into using this company for reports and geo-fencing information as well. Do we want to track our advertising to see if it is effect? Vista Works program? Tami is paying for google ads through a KSL campaign that goes out to multiple platforms. Bear Lake is #3 now from google searches. Tami is buying ads through google. HCT is #1 for events on google.

We are going to lose past data due to privacy laws. Google is not allowing users to import past years statistics to do comparisons. All she can do is keep the reports she has saved throughout the previous years for comparison.

Wellness page looks great! The council viewed the page. How do we keep the ads current- such as when a business closes and another opens. It is hard to keep up with all of them. We need to add the HCT logo to the bottom of the wellness page. Also, add a box so that if you want your listing here click on a box to add information. Everyone needs to go to their city on the wellness page and update their information.

Other Business

1. No other business.

Schedule Next Meeting

The next meeting will be held on October 26, 2022 @ 10am at the Lava Hot Springs Foundation Board Room.

Adjourn

Kristen Jensen made a motion to adjourn, Matt Hunter seconded the motion. The meeting ended at 12:35pm.

Minutes by Bridget Losee

HCT Secretary