



# Southeast Idaho High Country Tourism February 19, 2025 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on February 19, 2025 at the Lava Hot Springs Foundation Board Room 430 E. Main Street Lava Hot Springs, Idaho.

## Welcome and Introductions

Vice President-Molly Beseris called the meeting to order and welcomed all in attendance.

**Present** - Vice President Molly Beseris, Grant Administrator - Destiny Egley, and Secretary-Emilee Vaden. ITC Rep-Crystal Nelson. Council members: Amber Tews, Debbie Dumont via telephone, Blue Sullivan, Kristen Jensen, Jeff Glissendorf, Guests: Birgitta Bright, Bridget Losee, and Ann Yearsley.

## Minutes-Action Item

The January 8, 2025, meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve January 8, 2025, meeting minutes, Amber Tews seconded the motion. The motion carried unanimously.

## Financial Report: Grant Administrator Destiny Egley

| <b>SOUTHEAST IDAHO HIGH COUNTRY<br/>MONTHLY EXPENSE REPORT</b>         |                     | <b>02/18/25</b>     |
|------------------------------------------------------------------------|---------------------|---------------------|
| <b>BANK BALANCE FORWARD</b>                                            |                     | <b>\$ 4,588.36</b>  |
| <b>DEPOSITS/REIMBURSEMENTS</b>                                         |                     |                     |
| DEPOSIT - RFF #2 2024 Grant                                            |                     | \$ 11,954.73        |
| DEPOSIT - Membership Dues City of Montpelier                           |                     | \$ 200.00           |
| DEPOSIT - Dues City of Downey, Preston, Lava, Am Falls, IDMNH          |                     | \$ 1,000.00         |
| DEPOSIT - Dues City of Lava & Blackfoot                                |                     | \$ 400.00           |
| DEPOSIT - Dues City of Soda, Pocatello Chamber, BLCVB                  |                     | \$ 600.00           |
| DEPOSIT - FINAL RFF 2023 GRANT - CLOSED OUT                            |                     | \$ 22,085.00        |
| DEPOSIT - RFF #3 2024 Grant                                            |                     | \$ 18,223.27        |
| DEPOSIT - Dues Visit Pocatello                                         |                     | \$ 200.00           |
| <b>Total Deposits</b>                                                  |                     | <b>\$ 54,663.00</b> |
| <b>EXPENSES</b>                                                        |                     |                     |
| Advertising - Forrest Design Group                                     | \$ 30,961.23        |                     |
| Century Link & Lumen - Telephone & Long Distance                       | \$ 81.98            |                     |
| Website - Homeland Web                                                 | \$ 1,874.34         |                     |
| Postage & Delivery - Fulfillment, Stamps.com & brochure distribution   | \$ 192.14           |                     |
| Genuine Letter - Social Media Management                               | \$ 1,250.00         |                     |
| Mikes Market & LHSF - Meeting snacks and drinks                        | \$ 23.82            |                     |
| Gas for AZ rental car - Snowbird show                                  | \$ 210.16           |                     |
| Molly Beseris - Reimb. for flight for Dallas Adventure show 2nd flight | \$ 433.89           |                     |
| Destiny Egley - Travel reimbursement for AZ show                       | \$ 908.00           |                     |
| IBL Events - 2025 Boise Travel show booth registration                 | \$ 504.00           |                     |
| Quilt Heritage Museum - Small Community Brochure co-op                 | \$ 802.29           |                     |
| Hyatt Place - Lodging balance for Tish and Kristen SL RV show          | \$ 788.04           |                     |
| Office Max - Office supplies                                           | \$ 163.55           |                     |
| Kristen Jensen - MM Utah Travel Expo Travel Reimbursement              | \$ 1,234.36         |                     |
| Tish Dahmen - MM Utah Travel Expo Travel Reimbursement                 | \$ 484.49           |                     |
| Destiny Egley - Reimbursement room charges to my card not HCT card     | \$ 559.74           |                     |
| <b>TOTAL EXPENDITURES</b>                                              | <b>\$ 40,472.03</b> |                     |
| <b>BANK ENDING BALANCE</b>                                             |                     | <b>\$ 18,779.33</b> |
| Account Details As of 2/18/2025                                        |                     |                     |
| IRELAND BANK                                                           |                     |                     |
| ESSENTIAL CHECKING ACCOUNT                                             |                     |                     |
| *****2529                                                              |                     |                     |
| \$43,788.98                                                            |                     |                     |

| Register: IRELAND BANK CHECKING    |        |                 |                     |                                      |           |   |           |           |
|------------------------------------|--------|-----------------|---------------------|--------------------------------------|-----------|---|-----------|-----------|
| From 01/08/2025 through 02/18/2025 |        |                 |                     |                                      |           |   |           |           |
| Sorted by: Date, Type, Number/Ref  |        |                 |                     |                                      |           |   |           |           |
| Date                               | Number | Payee           | Account             | Memo                                 | Payment   | C | Deposit   | Balance   |
| 1/8/2025                           | DB     | Mike's Market   | Meeting Meals       | January meeting refreshments         | 23.82     | X |           | 4,564.54  |
| 1/8/2025                           | DB     | USPS-Postmas    | Fulfillment-Direct  | Int. packet request and addtl oz st  | 15.56     | X |           | 4,548.98  |
| 1/8/2025                           | 3058   | Homeland Wel    | Accounts Payable    | December website maint. 2023 Gra     | 302.17    | X |           | 4,246.81  |
| 1/8/2025                           | 3059   | Genuine Letter  | Accounts Payable    | December social media 2023 Gran      | 550       | X |           | 3,696.81  |
| 1/10/2025                          | DB     | Loves           | Trade & Travel Sh   | Canadian snowbird show car rent      | 45.05     | X |           | 3,651.76  |
| 1/11/2025                          | DB     | Stamps.com      | Fulfillment-Direct  | monthly service fee                  | 19.99     | X |           | 3,631.77  |
| 1/15/2025                          | DB     | Loves           | Trade & Travel Sh   | Canadian snowbird show car rent      | 57.15     | X |           | 3,574.62  |
| 1/21/2025                          |        | Deposit         | GRANT AWARD         | Deposit RFF #2 2024 Grant            |           | X | 11,954.73 | 15,529.35 |
| 1/21/2025                          |        | City of Montpel | Accounts receivable |                                      |           | X | 200       | 15,729.35 |
| 1/21/2025                          | DB     | Holiday Oil     | Trade & Travel Sh   | Canadian snowbird show car rent      | 63.81     | X |           | 15,665.54 |
| 1/21/2025                          | DB     | Fast Stop       | Trade & Travel Sh   | Canadian snowbird show car rent      | 44.15     | X |           | 15,621.39 |
| 1/21/2025                          | 3060   | Molly Beseris   | Trade & Travel Sh   | Flight reimb. for Dallas Adventure   | 433.89    | X |           | 15,187.50 |
| 1/21/2025                          | 3061   | Destiny Egley   | Trade & Travel Sh   | Canadian Snowbird Show per dier      | 908       | X |           | 14,279.50 |
| 1/21/2025                          | 3062   | IBL Events      | Accounts Payable    | 2025 Experience Idaho booth regis    | 504       | X |           | 13,775.50 |
| 1/22/2025                          |        | City of Downey  | Accounts receivable |                                      |           | X | 200       | 13,975.50 |
| 1/22/2025                          |        | Lava Hot Spring | Accounts receivable |                                      |           | X | 200       | 14,175.50 |
| 1/22/2025                          |        | City of Preston | Accounts receivable |                                      |           | X | 200       | 14,375.50 |
| 1/22/2025                          |        | Idaho Museum    | Accounts receivable |                                      |           | X | 200       | 14,575.50 |
| 1/23/2025                          |        | American Falls  | Accounts receivable |                                      |           | X | 200       | 14,775.50 |
| 1/23/2025                          | 3063   | Century Link    | Accounts Payable    | Data line charges for 800# 2024 Gr   | 81.98     |   |           | 14,693.52 |
| 1/23/2025                          | 3064   | Quilt Heritage  | Accounts Payable    | Brochure co-op for Quilts 2024 Gra   | 802.29    | X |           | 13,891.23 |
| 1/23/2025                          | 3065   | Forrest Design  | Accounts Payable    | Inv.#'s 1544,1545 & 1548             | 8,023.75  | X |           | 5,867.48  |
| 1/27/2025                          |        | City of Lava Ho | Accounts receivable |                                      |           | X | 200       | 6,067.48  |
| 1/27/2025                          |        | Blackfoot City  | Accounts receivable |                                      |           | X | 200       | 6,267.48  |
| 1/28/2025                          | DB     | Stamps.com      | Fulfillment-Direct  | postage on account for fulfillment   | 100       | X |           | 6,167.48  |
| 1/28/2025                          | DB     | Office Max      | Administration:S    | Office supplies 2024 Grant RFF #4    | 47.68     | X |           | 6,119.80  |
| 1/28/2025                          | DB     | USPS-Postmas    | Fulfillment-Direct  | International fulfillment 3 pkts and | 17.48     | X |           | 6,102.32  |
| 1/28/2025                          | 3066   | Kristen Jensen  | Trade & Travel Sh   | MM UT Travel Expo St.George & Sar    | 1,234.36  |   |           | 4,867.96  |
| 1/28/2025                          | 3067   | Tish Dahmen     | Trade & Travel Sh   | MM UT Travel Expo Sandy Travel re    | 484.49    |   |           | 4,383.47  |
| 1/28/2025                          | 3068   | Destiny Egley   | Trade & Travel Sh   | Room reimb. for MM UT travel sho     | 559.74    | X |           | 3,823.73  |
| 1/29/2025                          | DB     | Office Max      | Administration:S    | office supplies 2024 Grant RFF #4    | 14.82     | X |           | 3,808.91  |
| 1/30/2025                          |        | City of Soda Sp | Accounts receivable |                                      |           |   | 200       | 4,008.91  |
| 2/4/2025                           |        | Pocatello Char  | Accounts receivable |                                      |           |   | 200       | 4,208.91  |
| 2/5/2025                           | DB     | USPS-Postmas    | Fulfillment-Direct  | Fulfillment 2024 Grant               | 10.39     |   |           | 4,198.52  |
| 2/10/2025                          |        | Bear Lake CVB   | Accounts receivable |                                      |           |   | 200       | 4,398.52  |
| 2/10/2025                          | DB     | Stamps.com      | Fulfillment-Direct  | Monthly service fee fulfillment serv | 19.99     |   |           | 4,378.53  |
| 2/10/2025                          | DB     | USPS-Postmas    | Fulfillment-Direct  | International fulfillment requests   | 8.73      |   |           | 4,369.80  |
| 2/10/2025                          | DB     | Office Max      | Administration:S    | Office supplies 2024 Grant RFF #4    | 101.05    |   |           | 4,268.75  |
| 2/13/2025                          |        | Deposit         | GRANT AWARD         | Deposit FINAL RFF 2023 Grant         |           |   | 22,085.00 | 26,353.75 |
| 2/18/2025                          |        | Deposit         | GRANT AWARD         | Deposit RFF #3 2024 Grant            |           |   | 18,223.27 | 44,577.02 |
| 2/18/2025                          |        | Visit Pocatello | Accounts receivable |                                      |           |   | 200       | 44,777.02 |
| 2/18/2025                          | DB     | Hyatt Place     | Trade & Travel Sh   | Lodging for RV show Tish and Kris    | 788.04    |   |           | 43,988.98 |
| 2/18/2025                          | 3069   | Forrest Design  | Accounts Payable    |                                      | 22,937.48 |   |           | 21,051.50 |
| 2/18/2025                          | 3070   | Homeland Wel    | Accounts Payable    | Website maint and mgmt 2024 Gra      | 1,572.17  |   |           | 19,479.33 |
| 2/18/2025                          | 3071   | Genuine Letter  | Accounts Payable    | January social media managemer       | 700       |   |           | 18,779.33 |

| 2023 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2023 thru 12/31/2024 |                                                                            |                      |                      | RFF# 1-Final       | 1/22/2025 |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------|----------------------|--------------------|-----------|
| <u>1.8 Administration</u>                                                           | Description                                                                | Budget \$            | Exp. to date         | Balance            |           |
| Overhead (apport. value 100%)                                                       | Telephone line, insurance, tax filing & office supplies                    | \$ 2,056.55          | \$ 2,056.55          | \$ -               |           |
| <u>2.0 Advertising - FDG</u>                                                        | Description - Vendors                                                      |                      |                      |                    |           |
| 2.2 Print Advertising - Mag.                                                        | ID State, Pocatello, Am. Rd, Bird, Trade show, NW Travel, Visit IF, Econ   | \$ 42,668.22         | \$ 42,668.22         | \$ -               |           |
| Collateral Material                                                                 | Visitors Guide to SEID, Experience SEID Mag., Regional Broch.              | \$ 31,116.50         | \$ 31,116.50         | \$ -               |           |
| 2.4 Video Advertising                                                               |                                                                            |                      |                      |                    |           |
| Video/Digital                                                                       | Video creation and photography costs (FDG), Merlin Films                   | \$ 7,500.00          | \$ 7,500.00          | \$ -               |           |
| OTT (Over the top TV)                                                               | Digital/Streaming OTT Datafy                                               | \$ 19,166.25         | \$ 19,166.25         | \$ -               |           |
| 2.5 Audio Streaming radio                                                           | Pandora, Spotify, Youtube Music, Datafy, SEID Podcasts                     | \$ -                 |                      | \$ -               |           |
| 2.6 Digital Advertising                                                             |                                                                            |                      |                      |                    |           |
| Search/Meta Search                                                                  | SEO & Google Ads, Creative Content & Digital Display & Retargeting,        | \$ 755.00            | \$ 755.00            | \$ -               |           |
| PD social display ads/OTA's                                                         | Miles Media, Brand USA, YMP.com & Bandwango,GAW,ISSUU                      | \$ 44,665.55         | \$ 44,665.55         | \$ -               |           |
| 10.2 Public Relations                                                               | Paid Social Media Campaigns (FDG),content creation and Red Sky Co-op       | \$ 5,000.00          | \$ 5,000.00          | \$ -               |           |
| Influencer Engagement                                                               | Social Media Influencer content and blog (Forrest Design Group)            | \$ -                 |                      | \$ -               |           |
| 10.3 Market Research                                                                | AirDNA Trend reports & Herrmann Global Intl Travel Origin research         | \$ 11,875.00         | \$ 11,875.00         | \$ -               |           |
|                                                                                     |                                                                            |                      |                      |                    |           |
|                                                                                     | <u>TOTAL BUDGET FOR FORREST DESIGN GROUP</u>                               | <u>\$ 162,746.52</u> | <u>\$ 162,746.52</u> | <u>\$ -</u>        |           |
| <u>5.0 Website - Homeland</u>                                                       |                                                                            |                      |                      |                    |           |
| 5.2 Other - Webhosting                                                              | Web hosting renewals (Homeland Web)                                        | \$ 246.34            | \$ 246.34            | \$ -               |           |
| Domain Name                                                                         | Annual Fees (Homeland Web)                                                 | \$ 189.81            | \$ 189.81            | \$ -               |           |
| Technical Upgrade                                                                   | Web upgrades as needed for google analytics and technology changes         |                      |                      |                    |           |
| Maintenance                                                                         | Website maint.,hosting fees, plugins, adding pictures and video to library | \$ 8,515.90          | \$ 8,515.90          | \$ -               |           |
| Other -Email newsletters                                                            | Email newsletters Homeland Web, GoId or other                              | \$ 8,443.99          | \$ 8,443.99          | \$ -               |           |
|                                                                                     |                                                                            | \$ 2,309.00          | \$ 2,309.00          | \$ -               |           |
|                                                                                     | <u>TOTAL BUDGET FOR HOMELAND WEB</u>                                       | <u>\$ 19,705.04</u>  | <u>\$ 19,705.04</u>  | <u>\$ -</u>        |           |
| <u>2.2 Print Advertising</u>                                                        |                                                                            |                      |                      |                    |           |
| Collateral Material                                                                 | Small Community Brochures, trail maps                                      | \$ 1,125.00          | \$ 1,125.00          | \$ -               |           |
| Fulfillment Costs                                                                   | Fulfillment costs on postage,stamps.com, CenturyLink long-distance         | \$ 2,117.86          | \$ 2,117.86          | \$ -               |           |
| Other - Misc.                                                                       | Small Comm. Adv. & Malad Display                                           | \$ 5,280.00          | \$ 5,280.00          | \$ -               |           |
| Other - Brochure Dist.                                                              | Certified Folder and Bear Brochures Distribution contracts                 | \$ 8,103.16          | \$ 8,103.16          | \$ -               |           |
| <u>2.6 Digital Advertising</u>                                                      |                                                                            |                      |                      |                    |           |
| Other-online advertising                                                            | Go Travel Sites - Go-Idaho.com page                                        | \$ 3,395.00          | \$ 3,395.00          | \$ -               |           |
| <u>8.0 Trade &amp; Travel Shows</u>                                                 |                                                                            |                      |                      |                    |           |
| Show #1                                                                             | UT MM, RV Show w/YTT, Dallas Adv. Show, Boise Exp ID Expo                  |                      |                      |                    |           |
| Show #2 - International                                                             | Go West, IRU, RMI, Canadian Snowbird Extravaganza in Arizona               | \$ 14,828.68         | \$ 14,828.68         | \$ -               |           |
| <u>10.0 Other Allowed Costs</u>                                                     |                                                                            | \$ 12,332.84         | \$ 12,332.84         | \$ -               |           |
| 10.1 Training & Prof. Dev.                                                          |                                                                            |                      |                      | \$ -               |           |
| ICORT                                                                               | Member Registrations, Lodging and per diem for ICORT                       | \$ 2,717.50          | \$ 2,717.50          | \$ -               |           |
| ESTO                                                                                | Registration - 2024 OHIO August 10 -13                                     | \$ -                 |                      | \$ -               |           |
| 10.2 Public Relations                                                               | Social Media Management & content creation - Genuine Letter                | \$ 7,175.00          | \$ 7,175.00          | \$ -               |           |
|                                                                                     | <u>GRANT TOTAL</u>                                                         | <u>\$ 241,583.15</u> | <u>\$ 241,583.15</u> | <u>\$ -</u>        |           |
|                                                                                     |                                                                            |                      |                      |                    |           |
|                                                                                     | <u>CASH MATCH OBLIGATION</u>                                               | <u>\$ 30,197.89</u>  | <u>\$ 30,861.31</u>  | <u>\$ (663.42)</u> |           |

| 2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 9/30/2025 |                                                                           |                     | RFF's #'s 1- 3      | 1/28/2025            |
|------------------------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------|---------------------|----------------------|
| <u>1.8 Administration</u>                                                          | Description                                                               | Budget \$           | Exp. to date        | Balance              |
| Overhead (apport. value 100%                                                       | Telephone line, insurance, tax filing & office supplies                   | \$ 2,500.00         | \$ 198.60           | \$ 2,301.40          |
| <u>2.0 Advertising - FDG</u>                                                       | Description - Vendors                                                     |                     |                     |                      |
| 2.2 Print Advertising - Mag.                                                       | ID State, Pocatello Chamber, Am. Rd,NW Travel, Great Am. West, Visit      | \$ 26,000.00        | \$ 12,630.31        | \$ 13,369.69         |
| Collateral Material                                                                | Visitors Guide to SEID, Experience SEID Mag., Regional Broch.             | \$ -                |                     | \$ -                 |
| 2.4 Video Advertising                                                              |                                                                           |                     |                     |                      |
| Video/Digital                                                                      | Video creation & photography FDG, Merlin Films, Short form videos         | \$ 10,000.00        |                     | \$ 10,000.00         |
| OTT (Over the top TV)                                                              | Digital/Streaming OTT Datafy & Short form video campaigns                 | \$ 13,000.00        |                     | \$ 13,000.00         |
| 2.5 Audio Streaming radio                                                          | Apple, Pandora, Spotify, Youtube Music, Datafy                            | \$ 5,000.00         |                     | \$ 5,000.00          |
| Other                                                                              | SEID Podcasts on Apple, Spotify, iHeartRadio                              | \$ 2,500.00         |                     | \$ 2,500.00          |
| 2.6 Digital Advertising                                                            |                                                                           |                     |                     |                      |
| Search/Meta Search                                                                 | SEO & Google Ads, Creative Content & Digital Display Advertising & I      | \$ 23,000.00        |                     | \$ 23,000.00         |
| PD social display ads/OTA's                                                        | Datafy, Miles Media, Brand USA, Herrmann Global, MyYellowstonePar         | \$ 50,500.00        |                     | \$ 50,500.00         |
| Email Marketing                                                                    | NW Travel, Am. Rd. Mag., YellowstonePark.com email programs               | \$ 13,550.00        |                     | \$ 13,550.00         |
| 9.0 Capital -Trade Show                                                            | 2 - Tradeshow tablecloths                                                 | \$ 500.00           |                     | \$ 500.00            |
| 10.2 Public Relations                                                              | PD Social Media Camp.(FDG),content creation& Red Sky Co-op                | \$ 5,000.00         |                     | \$ 5,000.00          |
| Influencer Engagement                                                              | Social Media Influencer content and blog (Forrest Design Group)           | \$ 6,500.00         |                     | \$ 6,500.00          |
| 10.3 Market Research                                                               | AirDNA Trend reports & Herrmann Global Intl Travel Origin research        | \$ 5,000.00         | \$ 5,000.00         | \$ -                 |
|                                                                                    | <b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>                              | <b>\$160,550.00</b> | <b>\$ 17,630.31</b> | <b>\$ 142,919.69</b> |
| <u>5.0 Website - Homeland</u>                                                      |                                                                           |                     |                     |                      |
| 5.2 Other - Webhosting                                                             | Web hosting renewals (Homeland Web)                                       | \$ 250.00           |                     | \$ 250.00            |
| Domain Name                                                                        | Annual Fees (Homeland Web)                                                | \$ 200.00           |                     | \$ 200.00            |
| Technical Upgrade                                                                  | Upgrades google analytics, technological, stats, data programs            | \$ 5,500.00         |                     | \$ 5,500.00          |
| Maintenance                                                                        | Maint. incl. hosting, plugins, pictures, video library & landing pages    | \$ 7,285.23         |                     | \$ 7,285.23          |
| Other -Email newsletters                                                           | Promotional campaign web landing pages including newsletter creati        | \$ 2,000.00         |                     | \$ 2,000.00          |
|                                                                                    | <b>TOTAL BUDGET FOR HOMELAND WEB</b>                                      | <b>\$ 15,235.23</b> | <b>\$ -</b>         | <b>\$ 15,235.23</b>  |
| <u>OTHER PROJECT BUDGETS</u>                                                       |                                                                           |                     |                     |                      |
| <u>2.2 Print Advertising</u>                                                       |                                                                           |                     |                     |                      |
| Collateral Material                                                                | Small Community Brochure co-ops and regional brochures                    | \$ 7,500.00         | \$ 802.29           | \$ 6,697.71          |
| Fulfillment Costs                                                                  | Postage, Stamps.com, Broch. Distrib. of broch., long distance fees        | \$ 3,000.00         |                     | \$ 3,000.00          |
| Other                                                                              | Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek | \$ 10,000.00        | \$ 7,834.73         | \$ 2,165.27          |
| <u>2.6 Digital Advertising</u>                                                     |                                                                           |                     |                     | \$ -                 |
| Other-online advertising                                                           | Go Travel Sites - Go-Idaho.com page ads & email response                  | \$ 3,395.00         | \$ 3,395.00         | \$ -                 |
| <u>8.0 Trade &amp; Travel Shows</u>                                                |                                                                           |                     |                     |                      |
| Show #1                                                                            | UT & St. George MM show, RV Show, Dallas Adv., Boise ID Expo,             | \$ 10,500.00        | \$ 4,650.40         | \$ 5,849.60          |
| Show #2 - Intl.                                                                    | IRU - International Round Up, Canadian Snowbird Show in AZ                | \$ 9,000.00         |                     | \$ 9,000.00          |
| <u>9.0 Capital Outlay</u>                                                          |                                                                           |                     |                     |                      |
| Trade Show Booth                                                                   | Storage totes supplies to haul supplies for shows                         | \$ 105.00           |                     | \$ 105.00            |
| <u>10.0 Other Allowed Costs</u>                                                    |                                                                           |                     |                     |                      |
| 10.1 Training & Prof. Dev.                                                         |                                                                           |                     |                     |                      |
| ICORT                                                                              | Member Registrations, Lodging and per diem for ICORT                      | \$ 2,000.00         |                     | \$ 2,000.00          |
| 10.2 Public Relations                                                              | Social Media Management & content creation - Genuine Letter               | \$ 9,000.00         |                     | \$ 9,000.00          |
|                                                                                    | <b>GRANT TOTAL</b>                                                        | <b>\$232,785.23</b> | <b>\$ 34,511.33</b> | <b>\$ 198,273.90</b> |
|                                                                                    |                                                                           |                     |                     |                      |
|                                                                                    | <b>CASH MATCH OBLIGATION</b>                                              | <b>\$ 29,098.15</b> | <b>\$ 3,905.04</b>  | <b>\$ 25,193.11</b>  |

Jeff Glissendorf made a motion to approve the financial status report as presented, Amber Tews seconded the motion. The motion carried unanimously.

**Lava Express Presentation** Micheal Blakey and Cassidy Lee. Started Shuttle Company. The council had rate questions and discussion. Plans for more buses. Shuttle/Party option.

**Storage Unit Discussion/Action Item** Upgrade to new unit. A 20 ft delivered would be \$4300.00. \$1200.00 credit if they take the old unit total cost would be \$3100.00. Location will change. Possibly renting a storage unit for easier delivery. Destiny looking into pricing. The decision will be made by council via email.

**Ireland Bank Signature Action Item** Jeff Glissendorf made a motion to remove Bridget Losee from the Ireland Bank Account 07502529 and add Emilee Vaden as a signer. Amber Tews Seconded the motion. Motion passed.

**RV Travel Show Report** The giveaway package was not a huge success, people didn't want to give their email, and the iPad wasn't working the first day. The show was well attended in Sandy Utah. The Southeast Idaho Travel Guide was requested by visitors at the show. Visitors are reluctant to give information. Option for giveaway packages through email and social media. Morris Murdock Columbus Travel Expo had a Record-Breaking Year. 1800 guests at the St. George Show and 7200 at the Salt Lake City show. There will be a Single day show Saturday October 18<sup>th</sup>, 2025, 9am-3pm Davis Conference Center.

**Small Community Brochure programs Co-Op requests-Action Item** Sobanco Lava Museum \$598.45 estimated cost. 87.5% for HCT. Sobanco to pay \$100.00 for 5,000 brochures. Kristen Made a motion to pay \$498.45 towards Sobanco Brochures. Destiny Egley seconded the motion.

Idaho Museum of Natural History- USA Today Advertising-conversation about social media advertising. No decision made.

Soda Springs Brochure discussion for next month's Meeting.

Paris Museum Brochure discussion for next month's meeting.

**Website Report-** Ann Yearsley

- Total Users are down 875 from last year.
- Google visits were UP 350.
- Direct visits were down 229.
- Visits from Idaho, Utah and Colorado were UP.
- The most visited pages were the homepage, events, Bear River Hot Springs, Recreation, ATV & Ice Fishing.
- 2024 had over 1000 visits from Datafy ADS.
- Newsletter numbers were good with over 15,000 opens (40.58% open rate) and 160 clicks.
- The February Facebook Ad about Snowmobiling did great!

**Advertising Budget Status-**Birgitta Bright

| HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP |                                 |                                                                    |       |                 |                   |
|---------------------------------------------------------------------------------|---------------------------------|--------------------------------------------------------------------|-------|-----------------|-------------------|
| 2/19/2025                                                                       | HCT                             | DESCRIPTION                                                        | CO-OP | RUN DATE        | STATUS            |
| 2.6 Digital Advertising                                                         |                                 |                                                                    |       |                 |                   |
| \$ 6,375.00                                                                     | Miles Media                     | Canada West Multi-Channel Cmpn                                     | ITC   | spring 2025     | report mid may 25 |
| \$ 7,500.00                                                                     | Programmatic Digital            | promotion of travel passports                                      |       |                 |                   |
| \$ 5,000.00                                                                     | Programmatic Digital            | birding/wellness/other markets                                     |       |                 |                   |
| \$ 9,200.00                                                                     | Programmatic Digital            | Annual Brand Campaign                                              |       | Nov24-Apr25     | ongoing           |
| \$ 16,875.00                                                                    | Social Media Mirroring campaign | geo target                                                         | N/A   | Jan-May Sep-Dec | ongoing           |
| \$ 7,500.00                                                                     | Madden Media State Co-ops       | Silver Content Package                                             |       |                 |                   |
| \$ 7,493.75                                                                     | Bandwango-Activity Passports    | unlimited                                                          |       |                 |                   |
| \$ 11,625.00                                                                    | Americanroadmagazine.com        | Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads |       | win/spr/sum     |                   |
| \$ 1,875.00                                                                     | Americanroadmagazine.com        | enewsletter x2                                                     |       | win/spr         |                   |
| \$ 1,875.00                                                                     | Great American West             | partnership materials                                              | N/A   | annual          | ongoing           |
| \$ 5,625.00                                                                     | MyYellowstonePark.com           | Targeted Leads                                                     | N/A   | 12 mos 2025     | ongoing           |
| \$ 2,500.00                                                                     | MyYellowstonePark.com           | 1/2 pg ad in trip planner                                          |       | 12 mos 2025     | ongoing           |

|                                           |                                   |                                    |                 |                    |                  |
|-------------------------------------------|-----------------------------------|------------------------------------|-----------------|--------------------|------------------|
| \$ 2,875.00                               | NW Travel & Life Magazine         | Sponsored social & dedicate e-news |                 | Jul                |                  |
| \$ 2,500.00                               | Paid Social Media Advertising     | Boost FB IG                        | N/A             | annual             |                  |
| \$ 88,818.75 subtotal Digital Advertising |                                   |                                    |                 |                    |                  |
| 2.4 Video Advertising                     |                                   |                                    |                 |                    |                  |
| \$ 7,500.00                               | Video creation and photography    | multiple 7 sec for social          |                 |                    |                  |
| \$ 6,900.00                               | Digital/OTT Streaming             | :15 and :30                        | N/A             |                    |                  |
| \$ 14,400.00 subtotal Video Advertising   |                                   |                                    |                 |                    |                  |
| 2.5 Audio Advertising                     |                                   |                                    |                 |                    |                  |
| \$ -                                      |                                   |                                    |                 |                    |                  |
| \$ - subtotal Audio Advertising           |                                   |                                    |                 |                    |                  |
| 2.2 Print Advertising                     |                                   |                                    |                 |                    |                  |
| \$ 6,625.00                               | NW Travel & Life Magazine         | 2/3 pg and 1/2 pg                  |                 | mar/apr<br>jun/jul | Mar/Apr complete |
| \$ 18,750.00                              | Collateral materials              | Misc Brochures                     | N/A             |                    |                  |
| \$ 4,218.75                               | 1889 Washinton Mag                | Outdoors 1/2 pg + e news banner    |                 | Jun/Jul            |                  |
| \$ 4,218.75                               | 1859 Oregon Mag                   | Outdoors 1/2 pg + e news banner    |                 | Jun/Jul            |                  |
| \$ 1,031.25                               | Pocatello Chamber Mag             | Full page, annual publication      | BLCVB/Downata   | Mar-25             | complete         |
| \$ 3,750.00                               | Visit IF Magazine                 | Full page, annual publication      |                 | Apr-25             |                  |
| \$ 1,997.50                               | 208 Things To Do                  | Full Page winter/summer            | BLCVB/Downata   | May-25             |                  |
| \$ 6,750.00                               | 2025 Idaho Travel Guide           | Full page ad                       | N/A             | annual             |                  |
| \$ 47,341.25 subtotal Print Advertising   |                                   |                                    |                 |                    |                  |
| 10.2 PR/Social Media                      |                                   |                                    |                 |                    |                  |
| \$ 6,250.00                               | Social Media Influencer & content | focus on specific attractions      | Visit Pocatello | fall               |                  |
| \$ 6,250.00 subtotal PR/Social Media      |                                   |                                    |                 |                    |                  |
| 10.3 Market Research                      |                                   |                                    |                 |                    |                  |
| \$ 5,000.00                               | Short Term Rental Data            | 2023-2024 contract                 | N/A             |                    | ongoing          |
| \$ -                                      |                                   |                                    |                 |                    |                  |
| \$ 5,000.00 subtotal Market Research      |                                   |                                    |                 |                    |                  |
| \$ 161,810.00                             | Total Obligated                   |                                    |                 |                    |                  |
| \$ 160,550.00                             | Total Budget                      |                                    |                 |                    |                  |
| \$ (1,260.00)                             | Total Remaining                   |                                    |                 |                    |                  |

Other training Opportunities- Esto Conference in Arizona. August 17<sup>th</sup>-19<sup>th</sup> 2025

#### **Other Business**

- Tourism Tours-March 4<sup>th</sup> Holiday Inn Express in Idaho Falls from 1pm-5pm
- Airbnb discussion regarding tax collections.
- DOGE National Park closure discussion.

**Schedule Next Meeting**

The next meeting will be held on March 19th, 2025 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

**Adjourn**

Destiny Egley made a motion to adjourn the meeting, Blue Sullivan seconded the motion. The meeting was adjourned 12:55 pm.

Minutes by:

Emilee Vaden

HCT Secretary