



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

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

## **Welcome and Introductions**

Destiny Egley called the meeting to order and welcomed all in attendance.

**Present** - President Tami Leonhardt via Telephone, Grant Administrator - Destiny Egley, and Secretary- Emilee Vaden. Council members: Darlene Downs, Blue Sullivan, Tish Dahmen, Tyson Koester, Kristen Jensen, Guests: Birgitta Bright, and Ann Yearsley.

## **Minutes-Action Item**

February 19, 2025, meeting minutes were emailed to the council for review. Blue Sullivan made a motion to approve February 19, 2025, meeting minutes, Darlene Downs seconded the motion. Motion passed.

## **Financial Report: Grant Administrator Destiny Egley**

Darlene Downs made a motion to approve the financial status report as presented, Blue Sullivan seconded the motion. The motion carried unanimously.

<b>SOUTHEAST IDAHO HIGH COUNTRY</b>	<b>03/18/25</b>
<b>MONTHLY EXPENSE REPORT</b>	

<b>BANK BALANCE FORWARD</b>	<b>\$ 41,716.81</b>
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<b>DEPOSITS/REIMBURSEMENTS</b>
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DEPOSIT - Bear Lake County Chamber dues	\$ 200.00
DEPOSIT - RFF #4 2024 Grant	\$ 24,692.69
DEPOSIT - Battery Clerk refund (wrong battery replacement)	\$ 38.89
DEPOSIT -	\$ -
<b>Total Deposits</b>	<b>\$ 24,931.58</b>

<b>EXPENSES</b>
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Advertising - Forrest Design Group	\$ 30,038.69
Century Link & Lumen - Telephone & Long Distance	\$ 162.71
Website - Homeland Web	\$ 1,199.40
Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 252.48
Genuine Letter - Social Media Management	\$ -
Mikes Market & LHSF - Meeting snacks and drinks	\$ 28.86
Tish Dahmen - RV Show Travel Reimbursement	\$ 594.86
Kristen Jensen - RV Show Travel Reimbursement	\$ 476.40
Destiny Egley - Mileage reimbursement met with CPA HCT Taxes	\$ 55.58
Christopher Olsen CPA - Grant Tax Filing fees	\$ 230.00
Battery Clerk	\$ 77.68
RMI - IRU Sponsorship	\$ 7,500.00
Office Max - office supplies envelopes and labels	\$ 77.36
	\$ -
	\$ -
	\$ -

<b>TOTAL EXPENDITURES</b>	<b>\$ 40,694.02</b>
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<b>BANK ENDING BALANCE</b>	<b>\$ 25,954.37</b>
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Account Details As of 3/18/2025
IRELAND BANK
<u>E\$SENTIAL CHECKING ACCOUNT</u>
*****2529
\$34,964.50

**2025 Grant Application-Approval to Submit Application-Action Item**

Darlene Downs made a motion to approve the submittal of the 2025 Idaho Regional Travel and Convention Grant Application. Tish Dahmen seconded the motion. Motion passed.

Register: IRELAND BANK CHECKING								
From 02/19/2025 through 03/18/2025								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
2/19/2025	DB	Mike's Mark Meeting Me	February me	28.86	X			41,687.95
2/24/2025	DB	Stamps.com Fulfillment-	Postage on a	100	X			41,587.95
2/24/2025	DB	USPS-Postm Fulfillment-	stamps and :	93.1	X			41,494.85
2/24/2025	3072	Forrest Desi Accounts Pa	Inv 1546,1549	18,136.78				23,358.07
2/24/2025	3073	Century Link Accounts Pa	phone line ch	81.98				23,276.09
2/24/2025	3074	Tish Dahme Trade & Tra	RV show trav	594.86	X			22,681.23
2/24/2025	3075	Kristen Jens Trade & Tra	RV show trav	476.4				22,204.83
2/24/2025	3076	Destiny Egle Administrat	mileage reim	55.58	X			22,149.25
2/24/2025	3077	Christopher Accounts Pa	Taxes filed fo	230				21,919.25
2/24/2025	3078	Forrest Desi Accounts Pa	Invoices #155	11,901.91				10,017.34
2/26/2025	DB	Battery Clerk Administrat	Battery for Co	50.84	X			9,966.50
2/26/2025	DB	Office Max	Administrat Office suppli	77.36	X			9,889.14
3/4/2025	DB	UPS	Administrat Postage on b	25.21				9,863.93
3/6/2025		Bear Lake Co	Accounts receivable			200		10,063.93
3/6/2025	DB	Battery Clerk Administrat	reorder batte	26.84				10,037.09
3/10/2025	DB	Stamps.com Fulfillment-	Monthly serv	19.99				10,017.10
3/11/2025	DB	USPS-Postm Fulfillment-	Fulfillment p	14.18				10,002.92
3/14/2025	DB	Battery Clerk Administrat	Refund on battery back up wr	38.89				10,041.81
3/17/2025		Deposit	GRANT AWA Deposit RFF #4 2024 Grant		24,692.69			34,734.50
3/18/2025	3079	RMI/Interna	Accounts Pa 2025 Great Ar	7,500.00				27,234.50
3/18/2025	3080	Century Link Accounts Pa	Phone line ch	80.73				27,153.77
3/18/2025	3081	Homeland V Accounts Pa	Website man	1,199.40				25,954.37

2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 9/30/2025			RFF's #'s 1- 4	3/18/2025
<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	\$ 857.91	\$ 1,642.09	
<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	\$ 24,067.81	\$ 1,932.19	
Collateral Material Visitors Guide to SEID, Experience SEID Mag., Regional Broch.	\$ -		\$ -	
<u>2.4 Video Advertising</u>				
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	
<u>2.6 Digital Advertising</u>				
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	\$ -	
	<u>TOTAL BUDGET FOR FORREST DESIGN GROUP</u>	<u>\$ 160,550.00</u>	<u>\$ 29,067.81</u>	<u>\$ 131,482.19</u>
<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	\$ 137.50	\$ 5,362.50	
Maintenance Maint. incl. hosting, plugins, pictures, video library & landing pages	\$ 7,285.23	\$ 262.50	\$ 7,022.73	
Other -Email newsletters Promotional campaign web landing pages including newsletter creati	\$ 2,000.00	\$ 1,149.00	\$ 851.00	
	<u>TOTAL BUDGET FOR HOMELAND WEB</u>	<u>\$ 15,235.23</u>	<u>\$ 1,549.00</u>	<u>\$ 13,686.23</u>
<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	\$ 129.15	\$ 2,870.85	
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	\$ 6,249.97	\$ 4,250.03	
Show #2 - Intl. IRU - International Round Up, Canadian Snowbird Show in AZ	\$ 9,000.00	\$ 8,618.16	\$ 381.84	
<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>				
<u>10.1 Training &amp; Prof. Dev.</u>				
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	\$ 700.00	\$ 8,300.00	
	<u>GRANT TOTAL</u>	<u>\$ 232,785.23</u>	<u>\$ 59,204.02</u>	<u>\$ 173,581.21</u>
	<u>CASH MATCH OBLIGATION</u>	<u>\$ 29,098.15</u>	<u>\$ 5,877.51</u>	<u>\$ 23,220.64</u>

#### Storage Unit Discussion-Action Item

Tami Leonhardt made a motion to purchase a new storage unit for \$4100.00 with sale of old unit of \$1200.00. Kristen seconded the motion. Motion passed.

**Small Community Brochure programs Co-Op requests-Action Item**

Tami Leonhardt made a motion to approve requests. Darlene Downs seconded the motion. Motion passed. Destiny Egley made a motion to amend the original request. Blue Sullivan seconded amended motion. Motion passed

Soda Springs Brochure \$1499.05 changed to \$1999.05

Paris Museum Brochure \$1200.00 changed to \$1700.00

**Website Report**- Ann Yearsley

The Board discussed Domain Names, and which should be cancelled that are not being used. The council discussed new ADA Regulations for our website. The council discussed doing 50,000 subscribers for \$2,629 billed annually.

- Total Users are down 983 from last year.
- Google visits were UP 131.
- Direct visits were down.
- Facebook visits were up 291 from snowmobile boosted post!
- Visits from Utah (up 176), Idaho (down 61), and Colorado (up 46).
- The most visited pages were the homepage, events, Bear River Hot Springs, and ATV pages.
- Newsletter numbers were 11,000 opens (43%) and 149 clicks. Beehiiv is tripling their price next January!
- I included 2024 stats from Lava Foundation & Bear Lake CVB to show growth in visits to their website.

**Advertising Budget Status**-Birgitta Bright

Discussed Madden Media State Co-ops buy in to be featured in their ads.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP					
3/19/2025	HCT	DESCRIPTION	CO-OP	RUN DATE	STATUS
<b>2.6 Digital Advertising</b>					
\$ 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			ongoing
\$ 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	sum left
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2		win/spr	spr left
\$ 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	
<b>\$ 88,818.75</b>	<b>subtotal Digital Advertising</b>				

#### 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

\$ -					
<b>\$ -</b>	<b>subtotal Audio Advertising</b>				

#### 2.2 Print Advertising

\$ 6,625.00	NW Travel & Life Magazine	2/3 pg and 1/2 pg		mar/apr 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	space reserved
\$ 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	space reserved
\$ 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	
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\$ 6,250.00	subtotal PR/Social Media				
<b>10.3 Market Research</b>					
\$ 5,000.00	Short Term Rental Data	2023-2024 contract	N/A		ongoing
\$ -					
<b>\$ 5,000.00</b>	<b>subtotal Market Research</b>				
<b>\$ 161,810.00</b>	<b>Total Obligated</b>				
<b>\$ 160,550.00</b>	<b>Total Budget</b>				
<b>\$ (1,260.00)</b>	<b>Total Remaining</b>				

**Other Business**

Grant Presentations May 1st-2nd, Boise show May 3<sup>rd</sup>.

Morris Columbus Fall Travel Expo Saturday, October 18<sup>th</sup>, 2025, from 9am-3pm Layton, Utah

**Schedule Next Meeting**

The next meeting will be held on April 23rd, 2025 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

**Adjourn**

Kristen Jensen made a motion to adjourn the meeting, Tyson Koester seconded the motion. The meeting was adjourned 12:58pm.

Minutes by:

Emilee Vaden  
HCT Secretary