



# Southeast Idaho High Country Tourism May 21st, 2025 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on May 21st, 2025 at the Lava Hot Springs Foundation Board Room 430 E. Main Street Lava Hot Springs, Idaho.

## Welcome and Introductions

Tami Leonhardt called the meeting to order and welcomed all in attendance.

**Present** - President Tami Leonhardt, Grant Administrator - Destiny Egley, and Secretary- Emilee Vaden. Council members: Molly Beseris, Tish Dahmen, Kristen Jensen, Tyson Koester. Guests: Birgitta Bright, and Marguerite Davids.

**Minutes-Action Item** -April 23rd, 2025, meeting minutes were emailed to the council for review. Tish Dahmen made a motion to approve April 23rd, 2025, meeting minutes, Destiny seconded the motion. Motion passed.

**Financial Report: Grant Administrator Destiny Egley** -Molly Beseris made a motion to approve the financial status report as presented, Tish Dahman seconded the motion. The motion passed.

2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 12/30/2025			RFF's #'s 1- 5	5/20/2025
<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	\$ 938.64	\$ 1,561.36
<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.	\$ -		\$ -
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>\$ 29,067.81</b>	<b>\$ 131,482.19</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	\$ 412.50	\$ 5,087.50
Maintenance	Maint. incl. hosting, plugins, pictures, video library & landing pages	\$ 7,285.23	\$ 1,511.90	\$ 5,773.33
Other -Email newsletters	Promotional campaign web landing pages including newsletter creati	\$ 2,000.00	\$ 1,436.50	\$ 563.50
	<b>TOTAL BUDGET FOR HOMELAND WEB</b>	<b>\$ 15,235.23</b>	<b>\$ 3,360.90</b>	<b>\$ 11,874.33</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	\$ 2,496.22	\$ 503.78
Other	Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek	\$ 10,000.00	\$ 9,782.23	\$ 217.77
<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	\$ 8,704.94	\$ 1,795.06
Show #2 - Intl.	IRU - International Round Up, Canadian Snowbird Show in AZ	\$ 9,000.00	\$ 10,493.16	\$ (1,493.16)
<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	\$ 1,850.00	\$ 7,150.00
	<b>GRANT TOTAL</b>	<b>\$ 232,785.23</b>	<b>\$ 70,891.19</b>	<b>\$ 161,894.04</b>
	<b>CASH MATCH OBLIGATION</b>	<b>\$ 29,098.15</b>	<b>\$ 5,992.61</b>	<b>\$ 23,105.54</b>

<b>SOUTHEAST IDAHO HIGH COUNTRY</b>		<b>05/20/25</b>
<b>MONTHLY EXPENSE REPORT</b>		
<b>BANK BALANCE FORWARD</b>		<b>\$ 14,322.32</b>
<b>DEPOSITS/REIMBURSEMENTS</b>		
	DEPOSIT -Molly travel reimbursement overpayment Dallas TX	\$ 469.57
	DEPOSIT - RFF #5 2024 Grant	\$ 11,687.17
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	<b>Total Deposits</b>	<b>\$ 12,156.74</b>
<b>EXPENSES</b>		
	Advertising - Forrest Design Group	\$ -
	Century Link & Lumen - Telephone & Long Distance	\$ 88.44
	Website - Homeland Web	\$ 562.50
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 2,037.00
	Genuine Letter - Social Media Management	\$ 825.00
	Mikes Market & LHSF - Meeting snacks and drinks	\$ 35.73
	Marguerite Davids - Boise Travel Expo travel reimbursement	\$ 116.00
	Destiny Egley - Boise Travel Expo Travel Reimbursement	\$ 522.00
	Idaho Potato Museum - Small Comm. Adv. Co-Op Yellowstone Journal	\$ 1,947.50
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
	<b>TOTAL EXPENDITURES</b>	<b>\$ 6,134.17</b>
<b>BANK ENDING BALANCE</b>		<b>\$ 20,344.89</b>
	Account Details As of 5/20/2025	
	<u>IRELAND BANK</u>	
	<u>E\$SENTIAL CHECKING ACCOUNT</u>	
	*****2529	
	\$23,155.44	

Register: IRELAND BANK CHECKING							
From 04/23/2025 through 05/20/2025							
Sorted by: Date, Type, Number/Ref							
Date	Number	Payee	Account	Memo	Payment	C	Balance
4/23/2025	DB	Mike's Market	Meeting Meals	meeting refreshm	25.73	X	14,200.51
4/24/2025	DB	Lava Hot Spring	Meeting Meals	Water for April me	10	X	14,190.51
5/5/2025	3088	Marguerite Dav	Trade & Travel S	Boise Expo per die	116		14,074.51
5/5/2025	3089	Destiny Egley	Trade & Travel S	Boise Expo travel	522		13,552.51
5/6/2025	DB	USPS-Postmas	Fulfillment-Dire	Certified Folder s	262.3		13,290.21
5/7/2025	DB	USPS-Postmas	Fulfillment-Dire	Certified Folder sh	240.6		13,049.61
5/8/2025	DB	USPS-Postmas	Fulfillment-Dire	Certified Folder sh	414.95		12,634.66
5/9/2025	DB	Stamps.com	Fulfillment-Dire	Monthly service fe	20.96		12,613.70
5/13/2025	DB	USPS-Postmas	Fulfillment-Dire	Certifief Folder sh	259.78		12,353.92
5/14/2025	DB	USPS-Postmas	Fulfillment-Dire	Certified Folder sh	281.18		12,072.74
5/15/2025		Deposit	Trade & Travel S	Deposit Reimb. from Molly Dallas TX Tra			12,542.31
5/15/2025	DB	USPS-Postmas	Fulfillment-Dire	Certified Folder sh	220.55		12,321.76
5/19/2025			GRANT AWARD	Deposit RFF #5 2024 Grant			24,008.93
5/20/2025	DB	USPS-Postmas	Fulfillment-Dire	Certified Folder sh	240.6		23,768.33
5/20/2025	3090	Lumen	Accounts Payab	208-776-5155 903f	2.67		23,765.66
5/20/2025	3091	Century Link	Accounts Payab	Telephone line ch	85.77		23,679.89
5/20/2025	3092	Homeland Web	Accounts Payab	web design and m	562.5		23,117.39
5/20/2025	3093	Idaho Potato M	Accounts Payab	small community	1,947.50		21,169.89
5/20/2025	3094	Genuine Letter	Accounts Payab	Social Media mar	825		20,344.89

Destiny stressed working hard to represent and promote all the small towns in our region. It was recommended to look into Partnering with Idaho lodging and Restaurant Association. More info to come. Destiny needs a cash match letter for the grant.

**Boise Rec. Show Update** - Marguerite reported that the show was slower than she expected. New residents were asking about the Boise area and things to do. Pre-made bags work best at shows with all the info on surrounding areas. Attendees loved the swag.

**IRU Conference Update** -Tish reported she was there 5 days. They placed them outside of the meeting area, the big activities happen in the marketplaces. Attendees remembered her from being there for the last 5 years. There is a lot of interest in our area. Consistency matters. Suggested maybe attending 2 days instead of 5. We need to know lodging properties and calculate net rates. American West has a map that shows routes. It doesn't show roads to Salt Lake City/I-15. Birgitta plans to reach out and address that. Tish suggested to follow up with the short cut list that she sent out asking if they would like to receive more information on our area. Tish will create an email, and Marguerite will send out follow-up emails. Marguerite will forward questions to each area after Birgitta updates google sheet.

**Esto and Travel & Words Conferences**-Registration Due July 1<sup>st</sup> for the early bird discount. Birgitta would like to attend. Molly made a motion for HCT to pay \$1750.00 out of the 2024 grant for Birgitta's Registration. Kristen Jensen seconded the motion. Motion Passed. Travel & Words Conference is September 21<sup>st</sup>-23<sup>rd</sup> in Oregon. Birgitta plans to attend this conference as our representative. Destiny made a motion to pay registration and travel for Birgitta to attend. Molly Beseris seconded the motion \$1400.00 Registration. Motion passed.

**Website Report**- Ann Yearsley Not Present, information sent via email.

- Total Users are UP 313 from last year.
- Google visits were down 226.
- Direct visits were down 264.
- Visits from Idaho (UP 26), Utah (UP 291).
- Top pages homepage, events, Easter and Passes.
- Datafy ADS sent 383 visitors.
- Ads for Facebook 161 & Instagram
- Newsletter opens were up 100 from last month to 14,241 with a 44% open rate. I linked directly to Swimming Pool websites as a test to see if it would get penalized for too many links. It didn't get flagged this time.

**Advertising Budget Status**- Birgitta Bright. Working on getting Social Media influencers. Hired someone to do travel passports. The video creation of photography is 15 seconds. Historic byway pamphlets are done. Birding/Fishing Brochures are being updated. Looking into 3D printed push pins. Wanting a regional map. Destiny will check into Grant funds for this being available in Pocatello Visitor's Center. Need a final cost.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP					
5/21/2025	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			ongoing
\$ 5,000.00	Programmatic Digital	birding/wellness/other markets			ongoing
\$ 12,500.00	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	complete
\$ 2,500.00	Paid Social Media Advertising	Boost FB IG	N/A	annual	ongoing
\$ 92,118.75 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 jun/jul	complete
\$ 18,750.00	Collateral materials	Misc Brochures	N/A		PHB complete
\$ 4,218.75	1889 Washinton Mag	Outdoors 1/2 pg + e news banner		Jun/Jul	complete
\$ 4,218.75	1859 Oregon Mag	Outdoors 1/2 pg + e news banner		May/Jun	complete
\$ 1,031.25	Pocatello Chamber Mag	Full page, annual publication	BLCVB/Downata	Mar-25	complete
\$ 1,997.50	208 Things To Do	Full Page winter/summer	BLCVB/Downata	May-25	sum complete
\$ 625.00	Yellowstone insert	1/2 page		Jun-25	complete
\$ 6,750.00	2025 Idaho Travel Guide	Full page ad	N/A	annual	
\$ 44,216.25 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					
\$ 161,985.00	Total Obligated				
\$ 160,550.00	Total Budget				
\$ (1,435.00)	Total Remaining				

**Other Business –** IPW- Stressing Wide open Spaces, Native American Culture, and Family Friendly. Fall Trade Show in Layton on October 18<sup>th</sup> suggestions for giveaways. Tami Leonhardt will do the Giveaway and Kristen Jensen will attend.

**Schedule Next Meeting–** The next meeting will be held on June 25, 2025 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

**Adjourn–**Tyson Koester made a motion to adjourn the meeting; Destiny Egly seconded the motion. The meeting was adjourned at 11:51pm.

Minutes by:  
Emilee Vaden  
HCT Secretary