



Southeast Idaho High Country Tourism June 25, 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

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

Present - Grant Administrator-Destiny Egley, and Secretary- Emilee Vaden. Council members: Tish Dahmen via telephone, and Kristen Jensen. Guests: Birgitta Bright, Ann Yearsley, MaryDawn Barnard, and Marguerite Davids.

Minutes-Action Item -May 21st, 2025, meeting minutes were emailed to the council for review. Tish Dahmen made a motion to approve May 21st, 2025, meeting minutes, Destiny Egley seconded the motion. Motion passed.

Financial Report: Grant Administrator Destiny Egley - Tish Dahmen made a motion to approve the financial status report as presented; Destiny Egley seconded the motion. The motion passed.

SOUTHEAST IDAHO HIGH COUNTRY		06/24/25
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$ 20,344.89
DEPOSITS/REIMBURSEMENTS		
DEPOSIT -		\$ -
DEPOSIT - RFF #6 2024 Grant		\$ 14,277.67
DEPOSIT -		\$ -
Total Deposits		\$ 14,277.67
EXPENSES		
Advertising - Forrest Design Group		\$ 10,917.86
Century Link & Lumen - Telephone & Long Distance		\$ 86.27
Website - Homeland Web		\$ 1,194.67
Postage & Delivery - Fulfillment, Stamps.com & brochure distribution		\$ 1,001.64
Genuine Letter - Social Media Management		\$ 550.00
Mikes Market & LHSF - Meeting snacks and drinks		\$ 28.78
Holiday Inn Express - Boise Expo lodging		\$ 169.57
Esto Convention - Registration for Birgitta Bright		\$ 2,500.00
Displays2Go.com - brochure holder		\$ 73.24
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
TOTAL EXPENDITURES		\$ 16,522.03
BANK ENDING BALANCE		
Account Details As of 6/24/2025		
IRELAND BANK		
ESSENTIAL CHECKING ACCOUNT		
*****2529		
\$22,431.47		

SOUTHEAST IDAHO HIGH COUNTRY TOURISM

6/24/2025 2:09 PM

Register: IRELAND BANK CHECKING

From 05/21/2025 through 06/24/2025

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
05/21/2025	DB	USPS-Postmaster	Fulfillment-Direct Mail...	Certified Folde...	240.60	X		19,934.72
05/21/2025	DB	Mike's Market	Meeting Meals	May meeting re...	23.78	X		19,910.94
05/21/2025	DB	Lava Hot Springs Fo...	Meeting Meals	May meeting w...	5.00	X		19,905.94
05/22/2025	DB	USPS-Postmaster	Fulfillment-Direct Mail...	Certified Folde...	260.65	X		19,645.29
05/28/2025	DB	Stamps.com	Fulfillment-Direct Mail...	postage on acc...	100.00	X		19,545.29
05/28/2025	DB	USPS-Postmaster	Fulfillment-Direct Mail...	Certified Folde...	280.70	X		19,264.59
06/02/2025	DB	USPS-Postmaster	Fulfillment-Direct Mail...	Stamps for fulfi...	98.70			19,165.89
06/05/2025	DB	Esto Convention	Other Allowable Costs ...	Esto Conferenc...	2,500.00			16,665.89
06/05/2025	3095	Forrest Design Group	Accounts Payable	Invoices 1562-...	10,917.86			5,748.03
06/09/2025	DB	Stamps.com	Fulfillment-Direct Mail...	Monthly servic...	20.99			5,727.04
06/11/2025		Deposit	GRANT AWARD	Deposit RFF #...			14,277.67	20,004.71
06/17/2025	DB	Displays2Go.com	Administration:Supplies	Rack card broc...	73.24			19,931.47
06/18/2025	3096	Lumen	Accounts Payable	208-776-5155 ...	0.52			19,930.95
06/18/2025	3097	Century Link	Accounts Payable	Phone Data lin...	85.75			19,845.20
06/18/2025	3098	Homeland Web	Accounts Payable	website manag...	1,194.67			18,650.53
06/18/2025	3099	Genuine Letter	Accounts Payable	Social media m...	550.00			18,100.53

2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 12/31/2025				RFF's #'s 1- 6	6/24/2025
		Description	Budget \$	Exp. to date	Balance
1.8 Administration		Overhead (apprt. value 100% Telephone line, insurance, tax filing & office supplies	\$ 2,500.00	\$ 1,105.18	\$ 1,394.82
2.0 Advertising - FDG		Description - Vendors			
2.2 Print Advertising - Mag.		ID State, Pocatello Chamber, Am. Rd,NW Travel, Great Am. West, Visit ID	\$ 26,000.00	\$ 27,817.81	\$ (1,817.81)
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 & Retar...	\$ 23,000.00	\$ 4,242.86	\$ 18,757.14
PD social display ads/OTA's SE		Datafy, Miles Media, Brand USA, Herrmann Global, MyYellowstonePark.com	\$ 50,500.00		\$ 50,500.00
Email Marketing		NW Travel, Am. Rd., Magn., YellowstonePark.com email programs	\$ 13,550.00	\$ 2,925.00	\$ 10,625.00
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	\$ -
		TOTAL BUDGET FOR FORREST DESIGN GROUP	\$ 160,550.00	\$ 39,985.67	\$ 120,564.33
5.0 Website - Homeland					
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	\$ 1,936.90	\$ 5,348.33
Other -Email newsletters		Promotional campaign web landing pages including newsletter creation an...	\$ 2,000.00	\$ 1,574.00	\$ 426.00
		TOTAL BUDGET FOR HOMELAND WEB	\$ 15,235.23	\$ 3,923.40	\$ 11,311.83
TR PROJECT BUDGETS					
2.2 Print Advertising					
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	\$ 2,622.45	\$ 377.55
Other		Certified Folder, Bear Broch. Distrib. Small Comm. Adv. co-ops,CherryCreek	\$ 10,000.00	\$ 9,782.23	\$ 217.77
2.6 Digital Advertising					
Other-online advertising		Go Travel Sites - Go-Idaho.com page ads & email response	\$ 3,395.00	\$ 3,395.00	\$ -
8.0 Trade & Travel Shows					
Show #1		UT & St. George MM show, RV Show, Dallas Adv., Boise ID Expo,	\$ 10,500.00	\$ 10,384.48	\$ 115.52
Show #2 - Intl.		IRU - International Round Up, Canadian Snowbird Show in AZ	\$ 9,000.00	\$ 10,493.16	\$ (1,493.16)
9.0 Capital Outlay					
Trade Show Booth		Storage totes supplies to haul supplies for shows	\$ 105.00		\$ 105.00
10.0 Other Allowed Costs					
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	\$ 2,675.00	\$ 6,325.00
		GRANT TOTAL	\$ 232,785.23	\$ 85,168.86	\$ 147,616.37
		CASH MATCH OBLIGATION	\$ 29,098.15	\$ 9,176.53	\$ 19,921.62

Expenditures for next request for funds - RFF #7 2025 GRANT				
Vendor Name	Amount	Cash Match	Element #	
Century Link phone line	\$ 158.99	\$ -	1.8 Admin	
Office Max - office supplies	\$ -	\$ -	1.8 Admin	
	\$ -	\$ -	1.8 Admin	
Lumen - Long distance	\$ 0.52	\$ -	2.2 Fulfillment	
Fulfilment	\$ 2,838.83	\$ -	2.2 Fulfillment	
	\$ -	\$ -	2.2 Fulfillment	
	\$ -	\$ -	2.6 Digital Advertising	
Homeland Web	\$ 1,194.67	\$ -	5.2 Website	
Travel Shows	\$ -	\$ -	8.0 Travel shows	
Genuine Letter Social Media	\$ 550.00	\$ -	10.2 Social Media	
Forrest Design Group	\$ -	\$ -	2.0 Advertising	
Idaho Potato Museum	\$ -	\$ -	2.0 Advertising	
Travel + Words DMO Registration	\$ 1,400.00	\$ -	10.1 Training & Prof. Dev.	
TOTAL	\$ 6,143.01	\$ -		

IRU Correspondence Update -Tish sent email of template, Destiny included "Letters to Home" video via email. She is waiting for feedback. IRU Receptors video contact lodging properties to let them know how it works. Lists of properties and contracts and connect to a travel agent. Receptors can send information. Build trip according to lists of places they can go. Birgitta has a list of representatives and plans to see who will participate and commit to the contract and operate under it. We need to get the word out for ICORT training. Tish will get info from Katie Pegan.

Website Report- Ann Yearsley - 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 (NWT AD 441). Datafy ADS sent 383 visitors. Ads for Facebook 161 & Instagram 68.

Newsletter opens were up 100 from last month to 14,241 with a 44% open rate.

Social Media Report- MaryDawn Barnard- 4 different posts that reached 700. Free Day at the zoo was a success. Bear River Hot Springs was liked and shared a lot. Same with Downata's post. May's posts were about swimming pools and April's were about camping. Discussion about a simple giveaway to increase followers on social media. Idea for 4 hot pool passes, 4 swimming pool passes, and museum passes every quarter. Once winner is selected, Destiny or MaryDawn will reach out and make contact with the winners through the platform used for giveaway. We plan on trying in July or August for 1st giveaway.

Advertising Budget Status- Birgitta Bright -Merging a few different styles of ads and seeing which ones get more traction, then switch to those types of ads. Matt is working on Biking and Fishing 15-second videos. Birgitta will send to MaryDawn to use for FB and Instagram reels. Birgitta reserved spaces in the travel guide.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP					
6/25/2025	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	paused for summer
\$ 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 :15 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				

Schedule Next Meeting- The next meeting will be held on August 13th, 2025 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

Adjourn- Destiny Egley made a motion to adjourn the meeting; Kristen seconded the motion. The meeting was adjourned at 11:54am.

Minutes by:
Emilee Vaden
HCT Secretary