



Southeast Idaho High Country Tourism August 13, 2025 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on August 13th, 2025 at the Lava Hot Springs Foundation Board Room 430 E. Main Street Lava Hot Springs, Idaho.

Welcome and Introductions - Molly Beseris called the meeting to order and welcomed all in attendance.

Present - Grant Administrator-Destiny Egley, and Secretary- Emilee Vaden. Council members: Tish Dahmen, Molly Beseris, Darlene Downs, Kristen Jensen, Amber Tews, and Paul Gritton. Guests: Birgitta Bright and Marguerite Davids.

Minutes-Action Item - June 25th, 2025, meeting minutes were emailed to the council for review. Tish Dahmen made a motion to approve June 25th, 2025, meeting minutes, Destiny Egley seconded the motion. Motion passed.

Financial Report: Grant Administrator Destiny Egley - Darlene Downs made a motion to approve the financial status report as presented; Paul Gritton seconded the motion. The motion Passed. Destiny is going to get a bid to add Experience magazine to certified Folder. 2025 Grant was \$7000.00 more than last year. \$240157.91 was the amount received. Increase was 8%. Darlene Downs made a motion to approve 2025 Grant award budget adjustments; Kristen Jensen seconded the motion. Motion passed.

Travel Show discussion. Tish is going to check numbers so we can consider keeping the Dallas Show or going somewhere else. Amber will get more information so we can look at partnering with them on their traveling information trailer. Tish will give away tickets to the museum for a contest at the October Morris Murdock Show and Amber will give tickets for social media. Molly will ask for an overnight stay for the contest as well. Tish will reach out to the Butterfly Haven for tickets also. Lava will give passes.

Partner request for Idaho's Museum of Natural History. Print cost \$465.00, requesting \$232.50. Destiny Egly made a motion to approve the partnership with the museum for \$232.50. Kristen Jensen seconded the motion. Motion passed.

Expenditures for next request for funds - RFF #9 2025 GRANT

Vendor Name	Amount	Cash Match	Element #
Century Link phone line	\$ 68.12	\$ -	1.8 Admin
Office Max - office supplies	\$ -	\$ -	1.8 Admin
Amazon - office supplies	\$ 24.99	\$ -	1.8 Admin
Lumen - Long distance	\$ 0.25	\$ -	2.2 Fulfillment
Fulfilment	\$ 300.59	\$ -	2.2 Fulfillment
	\$ -	\$ -	2.2 Fulfillment
	\$ -	\$ -	2.6 Digital Advertising
Homeland Web	\$ 1,807.17	\$ -	5.2 Website
Travel Shows	\$ -	\$ -	8.0 Travel shows
Genuine Letter Social Media	\$ 650.00	\$ -	10.2 Social Media
Forrest Design Group	\$ -	\$ -	2.0 Advertising
Idaho Potato Museum	\$ -	\$ -	2.0 Advertising
US Travel Association ESTO regist	\$ 2,500.00	\$ -	10.1 Training & Prof. Dev.
TOTAL	\$ 5,351.12	\$ -	

Register: IRELAND BANK CHECKING

From 06/25/2025 through 08/13/2025

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
6/25/2025	3100	Destiny Egley	Meeting Meals	refreshments for Ju	27.06	X		20,570.80
7/1/2025	DB	USPS-Postmaster	Fulfillment-Direc	Gold fulfillment to C	2.98	X		20,567.82
7/1/2025	DB	USPS-Postmaster	Fulfillment-Direct	Mail & Email:USPS	96.4	X		20,471.42
7/2/2025	3101	Forrest Design Gr	Accounts Payabl	Invoices #1569-157	11,613.26	X		8,858.16
7/9/2025	DB	Stamps.com	Fulfillment-Direc	Monthly service fee	20.99	X		8,837.17
7/9/2025	DB	US Travel Associa	Other Allowable	Registration for EST	2,500.00	X		6,337.17
7/10/2025	3102	Homeland Web	Accounts Payabl	Website managemen	1,073.17	X		5,264.00
7/15/2025	DB	Stamps.com	Fulfillment-Direc	Postage on account	100	X		5,164.00
7/15/2025	DB	USPS-Postmaster	Fulfillment-Direc	stamps for fulfillme	96.4	X		5,067.60
7/16/2025	3103	Milan Zabka	Miscellaneous	Connex Storage Uni	4,300.00	X		767.6
7/21/2025	DB	USPS-Postmaster	Fulfillment-Direc	Info requests Fulfill	10.2	X		757.4
7/22/2025	Deposit	GRANT AWARD	Deposit RFF #7	2024 Grant		X	15,595.77	16,353.17
7/29/2025	DB	USPS-Postmaster	Fulfillment-Direc	Postage for fulfillme	104.6	X		16,248.57
8/4/2025	Deposit	GRANT AWARD	Deposit RFF #8	manual submission			840.41	17,088.98
8/7/2025	DB	Amazon.com	Administration:O	ffice supplies	24.99			17,063.99
8/7/2025	DB	USPS-Postmaster	Fulfillment-Direc	fulfillment postage	6.8			17,057.19
8/11/2025	DB	Stamps.com	Fulfillment-Direc	Monthly service fee	20.99			17,036.20
8/11/2025	3104	Genuine Letter	Accounts Payabl	Social media mana	650			16,386.20
8/11/2025	3105	Homeland Web	Accounts Payabl	Website managemen	612.5			15,773.70
8/11/2025	3106	Century Link	Accounts Payabl	Data phone line cha	68.12			15,705.58
8/12/2025	DB	USPS-Postmaster	Fulfillment-Direc	Fulfillment postage	10.2			15,695.38
8/13/2025	DB	Mike's Market	Meeting Meals	August meeting refr	21.35			15,674.03

2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 12/30/2025

1.8 Administration		Description	Budget \$	Exp. to date	8/11/2025 Balance
Overhead (apport. value 100% Telephone line, insurance, tax filing & office supplies			\$ 2,500.00	\$ 1,264.17	\$ 1,235.83
2.0 Advertising - FDG		Description - Vendors			
2.2 Print Advertising - Mag.		ID State, Pocatello Chamber, Am. Rd., NW Travel, Great Am. West, Visit	\$ 26,000.00	\$ 35,329.06	\$ (9,329.06)
Collateral Material		Visitors Guide to SEID, Experience SEID Mag., Regional Broch.	\$ -	\$ 1,040.17	\$ (1,040.17)
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 &	\$ 23,000.00	\$ 7,204.70	\$ 15,795.30
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	\$ 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	\$ 51,498.93	\$ 109,051.07
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	\$ 238.00	\$ (38.00)
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	\$ 2,607.90	\$ 4,677.33
Other - Email newsletters		Promotional campaign web landing pages including newsletter creati	\$ 2,000.00	\$ 1,836.50	\$ 163.50
		TOTAL BUDGET FOR HOMELAND WEB	\$ 15,235.23	\$ 5,094.90	\$ 10,140.33
OTHER PROJECT BUDGETS					
2.2 Print Advertising					
Collateral Material		Small Community Brochure co-ops and regional brochures	\$ 7,500.00	\$ 802.29	\$ 6,697.71
Fulfilment Costs		Postage, Stamps.com, Broch. Distrib. of broch., long distance fees	\$ 3,000.00	\$ 5,564.88	\$ (2,564.88)
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	\$ 10,484.48	\$ 15.52
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	\$ 3,225.00	\$ 5,775.00
		GRANT TOTAL	\$ 232,785.23	\$ 101,605.04	\$ 131,180.19
		CASH MATCH OBLIGATION	\$ 29,098.15	\$ 9,176.53	\$ 19,921.62

Website Report- Ann Yearsley (Via email) - Total Users are down 4577 from last year. Google visits were down 2921. Direct visits were down 530. Visits from Idaho (down 518), Utah (down 1288) and Colorado (down 1344) were DOWN. The most visited pages were the homepage (down 1174), Napoleon Dynamite, 4th of July events, Twin Lakes and ATV pages. Newsletter opens were Open Rate: 42.71%. Opens 10,745. Clicks 198, Unsubscribes 190.

Advertising Budget Status- Birgitta is working with Madden Media on the Silver Content Package which will develop the content for the website. Topics to consider Unique Museum Theme, Gravel Biking/Mountain Biking, and Tour biking. Think about swag material.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP					
8/13/2025	HCT	DESCRIPTION	CO-OP	RUN DATE	STATUS
2.6 Digital Advertising					
\$ 6,375.00	Miles Media	Canada West Multi-Channel Cmpn	ITC	spring 2025	complete
\$ 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			in progress
\$ 7,493.75	Bandwango-Activity Passports	unlimited			in progress
\$ 11,625.00	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads		win/spr/sum	complete
\$ 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			in progress
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A		ongoing
\$ 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 - Insurance discussion. Destiny will look into Directors and Officers Liability Insurance for non-profits.

Good News LLC-\$1320.00 Bear Brochures-Teton Valley and Idaho Falls/Rexburg location. Council is good with renewing.

Schedule Next Meeting- The next meeting will be held on September 17th, 2025 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

Adjourn- Destiny Egley made a motion to adjourn the meeting; Amber Tews seconded the motion. The meeting was adjourned at 12:16pm.

Minutes by:

Emilee Vaden
HCT Secretary