



SOUTHEAST IDAHO HIGH COUNTRY		09/16/25
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$ 15,705.58
DEPOSITS/REIMBURSEMENTS		
	DEPOSIT - Lava Hot Springs Foundation	\$ 1,200.00
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	DEPOSIT -	\$ -
	Total Deposits	\$ 1,200.00
EXPENSES		
	Advertising - Forrest Design Group	\$ -
	Century Link & Lumen - Telephone & Long Distance	\$ 84.37
	Website - Homeland Web	\$ 1,884.10
	Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 443.89
	Genuine Letter - Social Media Management	\$ 600.00
	Mikes Market & LHSF - Meeting snacks and drinks	\$ 21.35
	Good News - Bear Brochures distribution	\$ 1,320.00
	Amazon - office supplies	\$ 8.41
	Office Max - office supplies	\$ 90.60
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
	TOTAL EXPENDITURES	\$ 4,452.72
BANK ENDING BALANCE		\$ 12,452.86
	Account Details As of 9/16/2025	
	IRELAND BANK	
	E\$SENTIAL CHECKING ACCOUNT	
	*****2529	
	\$14,936.96	

Register: IRELAND BANK CHECKING								
From 08/12/2025 through 09/16/2025								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
8/12/2025	DB	USPS-Postmaster	Fulfillment-Direct M	Fulfillment postage	10.2	X		15,695.38
8/13/2025	DB	Mike's Market	Meeting Meals	August meeting refe	21.35	X		15,674.03
8/18/2025		Lava H.S. Foundatio	Accounts receivable			X	1,200.00	16,874.03
8/18/2025	DB	Amazon.com	Administration:Sup	Office supplies	8.41	X		16,865.62
8/19/2025	DB	USPS-Postmaster	Fulfillment-Direct M	Bear Brochures distr	280.7	X		16,584.92
8/19/2025	3107	Good News, LLC	Accounts Payable	Brochure distributio	1,320.00	X		15,264.92
8/19/2025	3108	Century Link	Accounts Payable	Monthly phone bill 2	84.37	X		15,180.55
8/25/2025	DB	Stamps.com	Fulfillment-Direct M	Postage on account	100	X		15,080.55
8/25/2025	DB	Office Max	Administration:Sup	office supplies	90.6	X		14,989.95
8/26/2025		Lumen	Accounts Payable	QuickBooks generated zero ar		X		14,989.95
8/26/2025	DB	USPS-Postmaster	Fulfillment-Direct M	postage for intl fulfil	28.6	X		14,961.35
9/10/2025	3109	Homeland Web	Accounts Payable	Website maint. and	1,884.10			13,077.25
9/10/2025	3110	Genuine Letter	Accounts Payable	Social Media Manag	600			12,477.25
9/11/2025	DB	Stamps.com	Fulfillment-Direct M	Monthly service fee	20.99			12,456.26
9/16/2025	DB	USPS-Postmaster	Fulfillment-Direct M	International fuillm	3.4			12,452.86

2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 12/30/2025					RFF's #'s 1-9	9/16/2025
1.8 Administration	Description	Budget \$	Exp. to date	Balance		
Overhead (apport. value 100%	Telephone line, insurance, tax filing & office supplies	\$ 2,500.00	\$ 1,532.25	\$ 967.75		
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 & I	\$ 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	464.41	\$ 35.59		
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	\$ 161,590.17	\$ 51,963.34	\$ 109,626.83		
5.0 Website - Homeland						
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 250.00	\$ 23.17	\$ 226.83		
Domain Name	Annual Fees (Homeland Web)	\$ 400.00	\$ 372.10	\$ 27.90		
Technical Upgrade	Upgrades google analytics, technological, stats, data programs	\$ 4,950.00	\$ 1,250.00	\$ 3,700.00		
Maintenance	Maint. incl. hosting, plugins, pictures, video library & landing pages	\$ 5,285.23	\$ 4,695.40	\$ 589.83		
Other -Email newsletters	Promotional campaign web landing pages including newsletter creati	\$ 4,350.00	\$ 2,324.00	\$ 2,026.00		
	TOTAL BUDGET FOR HOMELAND WEB	\$ 15,235.23	\$ 8,664.67	\$ 6,570.56		
OTHER PROJECT BUDGETS						
2.2 Print Advertising						
Collateral Material	Small Community Brochure co-ops and regional brochures	\$ 6,459.83	\$ 802.29	\$ 5,657.54		
Fulfillment Costs	Postage, Stamps.com, Broch. Distrib. of broch., long distance fees	\$ 3,217.77	\$ 6,311.25	\$ (3,093.48)		
Other	Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek	\$ 9,782.23	\$ 9,782.23	\$ -		
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	\$ 10,020.07	\$ 479.93		
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	\$ 4,475.00	\$ 4,525.00		
	GRANT TOTAL	\$ 232,785.23	\$ 107,439.26	\$ 125,345.97		
	CASH MATCH OBLIGATION	\$ 29,098.15	\$ 9,176.53	\$ 19,921.62		

Utah Travel Expo and Giveaway-Jeff and Kristen Attending. Hot Pool passes for giveaway, 1 room and Restaurant donated by Crystal. Tish will get Idaho potato museum and Butterfly Haven tickets. Jeff will get zoo natural history and Museum of Clean tickets. Launch the giveaway on October 14th for more engagement before the show.

ICORT Registration October 20th -22nd \$350.00 per person. Jeff and MEC Center employees will be attending. Molly, Destiny, and Kristen are attending. Darlene is maybe. Destiny made a motion to pay for 4 registration fees. Paul Gritton Seconded the Motion. Motion Passed.

IRU Roundup - Katie Pegan mentioned they would like Idaho to sponsor IRU Trade show Spring of 2027. It brings 40 International travel/trade operators to the area. We are encouraged to showcase Idaho outside of Boise. 40 buyers 80 Sellers. Meeting space for 2 days. 200 rooms would be needed. Lunch Space for 150-200 people. April/May are dates they are looking for. Request for proposal will come out October 1st. It should close mid-November. Announce award location Mid December. Host Community to receive sponsorships. In the past they typically received \$40,000.00 ballpark for Sponsorships. 5-week range listed on RFP. Monday through Friday works better. Region to help support the host. Visit Pocatello to do the RFP. High Country to help Sponsor. Email ideas. Add ideas and finalize for October Agenda.

Website Report- Ann Yearsley Via Teams

- Total Users are **down** 3,820 from last year.
- Google visits were **down** 5,917.
- Direct visits were **UP** 1,528.
- Visits from Utah (**down** 1,140), Idaho (**down** 1,498), and **OHIO (UP 1,917 Spam?)**.
- The most visited pages were the homepage (**down** 3,242), East Idaho & Bannock County Fairs & Fire Report.
- Newsletter stats: Open Rate: 28.7%. Unique Opens 6,690. Unique Clicks 123, Total Clicks 160.

ADA website compliance- has 11 new rules to comply. Wave has been sent via email to test your website. Accessibility checker wave report will tell you the errors. Asking MaryDawn to detail and type transcripts to videos. \$5000.00 budget for MaryDawn and Ann to update ADA compliant website. Ann will also have MaryDawn start doing the newsletter. MaryDawn will charge \$350 per newsletter. Birgitta mentioned Esto was about AI. Public facing websites will have own server. We will be using AI agents to track. Fastest adopted technology.

Advertising Budget Status- Swag ideas- Bags, Stickers, floating items for the boat show, air freshener, flashlight, pens, and frisbees. Birgitta will get pricing for swag at the next meeting. Looking into Co-op advertising digital to support Amber. Social Media influencer.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP					
9/17/2025	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
\$ 2,925.00	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
\$ 92,168.75 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/Fish complete
\$ 3,750.00	1889 Washinton Mag	Outdoors 1/2 pg + e news banner		Jun/Jul	complete
\$ 3,750.00	1859 Oregon Mag	Outdoors 1/2 pg + e news banner		May/Jun	complete
\$ 2,075.00	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	complete
\$ 687.50	Yellowstone insert	1/2 page		Jun-25	complete
\$ 6,750.00	2025 Idaho Travel Guide	Full page ad	N/A	annual	complete
\$ 44,385.00 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					
\$ 162,203.75 Total Obligated					
\$ 160,550.00 Total Budget					
\$ (1,653.75) Total Remaining					

Other Business - Dallas travel Show and Adventure we will be moving forward as results were positive. Destiny will take care of registration. D&O Insurance Policy for nonprofit, informal bid around \$900.00 per year. Hot Pools will be closing from October 13th-November 7th they are hoping to be open sooner than this but check website for updates. In person Community Meeting September 24th at 7pm at the Lava Community Center.

Schedule Next Meeting- The next meeting will be held on October 15th, 2025 @ 10:00am at the Foundation Board Room in Lava Hot Springs pending construction may not have power.

Adjourn- Destiny Egley made a motion to adjourn the meeting; Kristen Jensen seconded the motion. The meeting was adjourned at 12:40pm

Minutes by:

Emilee Vaden

HCT Secretary