



Southeast Idaho High Country Tourism September 17th, 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

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

Present - Grant Administrator-Destiny Egley, and Secretary- Emilee Vaden. Tami Leonhart via teams. Council members: Kristen Jensen, Jeff Glissendorf, Tyson Koester, Darlene Downs, and Paul Gritton. Guests: Birgitta Bright, Crystal Nelson ITC Rep, Ann Yearsley via teams, Marguerite Davids, Katie Pegan, Lori McConnell, RMI- Scott Balyo, and Stacy Sheetz.

Minutes-Action Item - August 13th, 2025, meeting minutes were emailed to the council for review. Paul Gritton made a motion to approve August 13th, 2025, meeting minutes, Destiny Egley seconded the motion. Motion passed.

Financial Report: Grant Administrator Destiny Egley - Paul Gritton made a motion to approve the financial status report as presented; Jeff Glissendorf seconded the motion. The motion Passed.

| SOUTHEAST IDAHO HIGH COUNTRY MONTHLY EXPENSE REPORT | | 09/16/25 |
|--|--------------------|---------------------|
| BANK BALANCE FORWARD | | \$ 15,705.58 |
| DEPOSITS/REIMBURSEMENTS | | |
| DEPOSIT - Lava Hot Springs Foundation | | \$ 1,200.00 |
| 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 | | |
| ESSENTIAL 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 | Fulfillment postage | 10.2 | X | | | | 15,695.38 |
| 8/13/2025 | DB | Mike's Market | Meeting Meals | August meeting refresh | 21.35 | X | | | | 15,674.03 |
| 8/18/2025 | | Lava H.S. Foundation | 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 | Bear Brochures distri | 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 | 84.37 | X | | | | 15,180.55 |
| 8/25/2025 | DB | Stamps.com | Fulfillment-Direct | 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 am | | X | | | | 14,989.95 |
| 8/26/2025 | DB | USPS-Postmaster | Fulfillment-Direct | 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 | Monthly service fee | 20.99 | | | | | 12,456.26 |
| 9/16/2025 | DB | USPS-Postmaster | Fulfillment-Direct | International fulfilm | 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 (apprt. value 100% of 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