



Southeast Idaho High Country Tourism October 15, 2025 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on October 15th, 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, Secretary- Emilee Vaden. Council members: Molly Beseris, Kristen Jensen, Darlene Downs, Jeff Glissendoerf, Tish Dahmen, and Paul Gritton via telephone. Guests: Birgitta Bright, and Marguerite Davids.

Minutes-Action Item - September 17th, 2025, meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve September 17th, 2025, meeting minutes, Darlene Downs seconded the motion. Motion passed.

Financial Report: Grant Administrator Destiny Egley - Darlene Downs made a motion to approve the financial status report as presented; Jeff Glissendorf seconded the motion. The motion Passed. Discussed turnaround of funds. Expect delays (Molly) ICORT has been registered for, Dallas show registered for (2024 grant budget), paid for Kristen Morris Murdock show one night stay. \$10,127.69 balance.

SOUTHEAST IDAHO HIGH COUNTRY MONTHLY EXPENSE REPORT		10/14/25
BANK BALANCE FORWARD		\$ 12,452.86
DEPOSITS/REIMBURSEMENTS		
DEPOSIT - State of ID RFF #9 2024 Grant		\$ 5,834.22
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
Total Deposits		\$ 5,834.22
EXPENSES		
Advertising - Forrest Design Group	\$ 6,875.00	
Century Link & Lumen - Telephone & Long Distance	\$ 84.37	
Website - Homeland Web	\$ -	
Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 109.49	
Genuine Letter - Social Media Management	\$ 550.00	
Mikes Market & LHSF - Meeting snacks and drinks	\$ 31.20	
ICORT - VISION 4 registrations	\$ 1,470.90	
VRBO - ICORT lodging	\$ 337.00	
Unicomm, LLC - Dallas show registration	\$ 4,445.00	
Mutual Insurance - B & O insurance	\$ 825.00	
So. Bannock Historical Center - brochure co-op	\$ 449.27	
Hilton - MM Fall Travel show - Kristen Jensen 1 night stay	\$ 235.99	
Tilly's - lunch for volunteers to move storage unit items	\$ 70.44	
	\$ -	
	\$ -	
	\$ -	
TOTAL EXPENDITURES	\$ 15,483.66	
BANK ENDING BALANCE		\$ 2,803.42
<u>Account Details As of 10/14/2025</u>		
IRELAND BANK		
E\$SENTIAL CHECKING ACCOUNT		
*****2529		
\$10,127.69		

2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 12/30/2025			RFF's #'s 1-10	10/14/2025
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%	Telephone line, insurance, tax filing & office supplies	\$ 2,500.00	\$ 2,441.62	\$ 58.38
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	\$ 45,015.29	\$ (19,015.29)
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 & Re	\$ 23,000.00	\$ 7,204.70	\$ 15,795.30
PD social display ads/OTA's	Datafy, Miles Media, Brand USA, Herrmann Global, MyYellowstonePark.c	\$ 50,500.00	\$ 6,875.00	\$ 43,625.00
Email Marketing	NW Travel, Am. Rd. Mag., YellowstonePark.com email programs	\$ 13,550.00	\$ 6,987.50	\$ 6,562.50
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	\$ 72,587.07	\$ 89,003.10
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	\$ 4,500.00	\$ 1,487.50	\$ 3,012.50
Maintenance	Maint. incl. hosting, plugins, pictures, video library & landing pages	\$ 5,735.23	\$ 5,307.90	\$ 427.33
Other -Email newsletters	Promotional campaign web landing pages including newsletter creatio	\$ 4,350.00	\$ 2,899.00	\$ 1,451.00
TOTAL BUDGET FOR HOMELAND WEB		\$ 15,235.23	\$ 10,089.67	\$ 5,145.56
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	\$ 6,473.30	\$ (3,255.53)
Other	Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek	\$ 9,782.23	\$ 11,844.68	\$ (2,062.45)
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	\$ 14,465.07	\$ (3,965.07)
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, Regist. ESTO	\$ 2,000.00	\$ 3,940.90	\$ (1,940.90)
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 9,000.00	\$ 5,025.00	\$ 3,975.00
GRANT TOTAL		\$ 232,785.23	\$ 141,557.76	\$ 91,227.47
CASH MATCH OBLIGATION		\$ 29,098.15	\$ 11,990.75	\$ 17,107.40

Register: IRELAND BANK CHECKING								
From 09/17/2025 through 10/14/2025								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
9/17/2025	DB	Mike's Mark	Meeting Meals	September meet	31.2	X		12,421.66
9/22/2025	DB	USPS-Postm	Fulfillment-Dir	Fulfillment Inter	3.4	X		12,418.26
9/22/2025	DB	ICORT	Other Allowabl	4 Registrations f	1,470.90	X		10,947.36
9/22/2025	DB	VRBO	Other Allowabl	Lodging for ICOR	337	X		10,610.36
9/22/2025	3111	Century Link	Accounts Paya	Phone line charg	84.37	X		10,525.99
9/24/2025	3112	Genuine Lett	Accounts Paya	August Social m	550			9,975.99
9/24/2025	3113	Unicomm, L	Accounts Paya	10x10 booth for I	4,445.00			5,530.99
9/25/2025	DB	USPS-Postm	Fulfillment-Dir	Fulfillment brocl	17.3	X		5,513.69
9/25/2025	DB	USPS-Postm	Fulfillment-Dir	Fulfillment brocl	52.8	X		5,460.89
10/1/2025		Deposit	GRANT AWARD	Deposit RFF #9 2024 Grant			5,834.22	11,295.11
10/1/2025	DB	Mutual Insur	Administration	Annual BOD Inst	825			10,470.11
10/6/2025	3114	So. Bannock	Accounts Paya	Museum brochu	449.27			10,020.84
10/6/2025	3115	Forrest Desig	Accounts Paya	Miles Partnershi	6,875.00			3,145.84
10/7/2025	DB	Hilton	Trade & Travel	Kristen Jensen o	235.99			2,909.85
10/7/2025	DB	USPS-Postm	Fulfillment-Dir	postage for fulfil	15			2,894.85
10/7/2025	DB	Tilly's	Meeting Meals	Lunch for help tc	70.44			2,824.41
10/9/2025	DB	Stamps.com	Fulfillment-Dir	Monthly service	20.99			2,803.42

Website Report Ann Yearsley- via email

- Total Users are DOWN 4,514 from last year. 11,942 vs 16,456 in 2024. 📉
- Google visits were DOWN 4,800 - could be from searches from Print or Radio ADS. 🤔
- Direct visits were DOWN 3,693 - usually typed in URL from Print or Radio ADS.
- **Facebook ADS were UP 2,982!** 😊 That certainly helped bring our numbers up.
- Top States: Utah (UP 541), Idaho (UP 106),and Washington (Down 579) were all down.
We must have advertised more to all these states last year in September or they are less responsive to our ads. They add up to a loss of at least 3,700 visits.
- The most visited pages were ATV page, Lantern Festival, Events.
- Newsletter: Open Rate 24%. Unique Opens 5,491. Unique Clicks 99, Unsubscribes 79.
- ArcGIS ATV Map visits tripled this year! 🎉

Advertising Budget Status Birgitta Bright-Good response from Travel and Words show in Oregon. 26 appointments were booked. Journalists and Influencers were excited to pitch the Hot Springs story. For Magazine distribution Salt Lake City has 193 locations, and it will cost \$1160 per month and require 8,000 pieces. They are currently sold out. Yellowstone has 97 locations and costs \$582 per month and requires 4,000 pieces. Boise has 105 locations and will cost \$630 per month and requires 6,000 pieces. Sun Valley has 25 locations and will cost \$150 per month and requires 1,000 pieces. Pocatello has no magazine capability to date.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP					
10/15/2025	HCT	DESCRIPTION	CO-OP	RUN DATE	STATUS
2.6 Digital Advertising					
\$ 6,875.00	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	running
\$ 7,500.00	Madden Media State Co-ops	Silver Content Package			in progress
\$ 7,493.75	Bandwango-Activity Passports	unlimited			in progress
\$ 17,374.95	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads		win/spr/sum/fall	complete
\$ 1,875.00	Americanroadmagazine.com	enewsletter x2		win/spr	one 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
\$ 98,418.70 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					
\$ 7,375.00	NW Travel & Life Magazine	2/3 pg and 1/2 pg		mar/apr jun/jul	complete
\$ 3,270.77	Collateral materials	Misc Brochures	N/A		PHB/Fish complete
\$ 4,218.75	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/June	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		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
\$ 30,124.52 subtotal Print Advertising					
10.2 PR/Social Media					
\$ 6,250.00	Social Media Influencer & content	focus on specific attractions	Visit Pocatello	fall	Travel and Words
\$ 6,250.00 subtotal PR/Social Media					
10.3 Market Research					
\$ 5,000.00	Short Term Rental Data	2023-2024 contract	N/A		complete
\$ -					
\$ 5,000.00 subtotal Market Research					
\$ 154,193.22	Total Obligated				
\$ 160,550.00	Total Budget				
\$ 6,356.78	Total Remaining				

Other Business - Kristen and Jeff are attending the Layton travel show. Destiny is working on getting travel shows booked. Discuss travel shows and schedule next meeting. Budget for IRU for 2026. Tour buses have been visiting the geyser in Soda Springs. Jeff is putting together a bid to host the IRU conference in 2 years.

Schedule Next Meeting- The next meeting will be held on November 19th, 2025 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

Adjourn- Destiny made a motion to adjourn the meeting; Darlene seconded the motion. The meeting was adjourned at 11:28am

Minutes by:
Emilee Vaden
HCT Secretary