



# Southeast Idaho High Country Tourism November 19, 2025 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on November 19th, 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, Secretary- Emilee Vaden. Council members: Crystal Nelson, Molly Beseris via telephone, Kristen Jensen, Darlene Downs, Jeff Glissendoerf, Matthew Hunter, Amber Tews, and Paul Gritton. Guests: Birgitta Bright, MaryDawn Barnard, and Marguerite Davids.

**Minutes-Action Item** - October 15th, 2025, meeting minutes were emailed to the council for review. Tish Dahmen made a motion to approve September 17th, 2025, meeting minutes, Darlene Downs seconded the motion. Motion passed.

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

| 2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 12/30/2025 |   |               | RFF's #'s 1-11 | 11/17/2025   |
|---|---|---------------|----------------|--------------|
| 1.8 Administration  | Description   | Budget \$     | Exp. to date   | Balance      |
| Overhead (apport. value 100%  | Telephone line, insurance, tax filing & office supplies                     | \$ 2,500.00   | \$ 1,993.33    | \$ 506.67    |
| 2.0 Advertising - FDG   | Description - Vendors   |               |                |              |
| 2.2 Print Advertising - Mag.  | ID State, Pocatello Chamber, Am. Rd, NW Travel, Great Am. West, Visit ID    | \$ 30,000.00  | \$ 29,727.83   | \$ 272.17    |
| 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           | \$ 7,500.00   |                | \$ 7,500.00  |
| OTT (Over the top TV)   | Digital/Streaming OTT Datafy & Short form video campaigns                   | \$ 8,000.00   |                | \$ 8,000.00  |
| 2.5 Audio Streaming radio   | Apple, Pandora, Spotify, Youtube Music, Datafy                              | \$ 1,000.00   |                | \$ 1,000.00  |
| 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       | \$ 28,000.00  | \$ 13,622.31   | \$ 14,377.69 |
| PD social display ads/OTA's   | Datafy, Miles Media, Brand USA, Herrmann Global, MyYellowstonePark.         | \$ 40,500.00  | \$ 17,994.00   | \$ 22,506.00 |
| Email Marketing   | NW Travel, Am. Rd. Mag., YellowstonePark.com email programs                 | \$ 23,550.00  | \$ 20,299.96   | \$ 3,250.04  |
| 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                  | \$ -          |                | \$ -         |
| 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   |   | \$ 154,090.17 | \$ 88,148.68   | \$ 65,941.49 |
| 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              | \$ 2,400.00   | \$ 1,725.00    | \$ 675.00    |
| Maintenance   | Maint. incl. hosting, plugins, pictures, video library & landing pages      | \$ 6,335.23   | \$ 6,322.43    | \$ 12.80     |
| Other -Email newsletters  | Promotional campaign web landing pages including newsletter creation        | \$ 4,350.00   | \$ 3,011.50    | \$ 1,338.50  |
| TOTAL BUDGET FOR HOMELAND WEB   |   | \$ 13,735.23  | \$ 11,454.20   | \$ 2,281.03  |
| OTHER PROJECT BUDGETS   |   |               |                |              |
| 2.2 Print Advertising   |   |               |                |              |
| Collateral Material   | Small Community Brochure co-ops and regional brochures                      | \$ 6,459.83   | \$ 2,782.24    | \$ 3,677.59  |
| Fulfillment Costs   | Postage, Stamps.com, Broch. Distrib. of broch., long distance fees          | \$ 6,622.77   | \$ 6,519.09    | \$ 103.68    |
| Other   | Certified Folder, Bear Broch. Distrib. Small Comm. Adv .co-ops, CherryCreek | \$ 9,932.23   | \$ 9,932.23    | \$ -         |
| 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,               | \$ 14,750.01  | \$ 14,765.47   | \$ (15.46)   |
| Show #2 - Intl.   | IRU - International Round Up, Canadian Snowbird Show in AZ                  | \$ 10,493.16  | \$ 10,493.16   | \$ -         |
| 9.0 Capital Outlay  |   |               |                |              |
| Trade Show Booth  | Storage totes supplies to haul supplies for shows                           | \$ -          | \$ -           | \$ -         |
| 10.0 Other Allowed Costs  |   |               |                |              |
| 10.1 Training & Prof. Dev.  |   |               |                |              |
| ICORT   | Member Registrations, Lodging and per diem for ICORT, Regist. ESTO          | \$ 4,593.83   | \$ 4,593.83    | \$ -         |
| 10.2 Public Relations   | Social Media Management & content creation - Genuine Letter                 | \$ 6,213.00   | \$ 5,550.00    | \$ 663.00    |
| GRANT TOTAL   |   | \$ 232,785.23 | \$ 159,627.23  | \$ 73,158.00 |
| CASH MATCH OBLIGATION   |   | \$ 29,098.15  | \$ 12,424.25   | \$ 16,673.90 |

**Expenditures for next request for funds - RFF #12 2024 GRANT**

| Vendor Name                  | Amount             | Cash Match  | Element #                  |
|------------------------------|--------------------|-------------|----------------------------|
| Century Link phone line      | \$ -               | \$ -        | 1.8 Admin                  |
| Office Max - office supplies | \$ -               | \$ -        | 1.8 Admin                  |
| Amazon - office supplies     | \$ -               | \$ -        | 1.8 Admin                  |
| Lumen - Long distance        | \$ -               | \$ -        | 2.2 Fulfillment            |
| Fulfilment                   | \$ -               | \$ -        | 2.2 Fulfillment            |
|                              | \$ -               | \$ -        | 2.2 Fulfillment            |
|                              | \$ -               | \$ -        | 2.6 Digital Advertising    |
| Homeland Web                 | \$ -               | \$ -        | 5.2 Website                |
| Travel Shows                 | \$ -               | \$ -        | 8.0 Travel shows           |
| Genuine Letter Social Media  | \$ 1,125.00        | \$ -        | 10.2 Social Media          |
| Forrest Design Group         | \$ 2,105.86        | \$ -        | 2.2 Collateral Material    |
|                              | \$ -               | \$ -        | 10.1 Training & Prof. Dev. |
|                              | \$ -               | \$ -        | 10.1 Training & Prof. Dev. |
| <b>TOTAL</b>                 | <b>\$ 3,230.86</b> | <b>\$ -</b> |                            |

**Expenditures for next request for funds - RFF #3 2025 GRANT**

| Vendor Name                  | Amount      | Cash Match  | Element #                  |
|------------------------------|-------------|-------------|----------------------------|
| Century Link phone line      | \$ -        | \$ -        | 1.8 Admin                  |
| Office Max - office supplies | \$ -        | \$ -        | 1.8 Admin                  |
| Mutual Ins. Balance          | \$ -        | \$ -        | 1.8 Admin                  |
| Lumen - Long distance        | \$ -        | \$ -        | 2.2 Fulfillment            |
| Fulfilment                   | \$ -        | \$ -        | 2.2 Fulfillment            |
|                              | \$ -        | \$ -        | 2.2 Fulfillment            |
|                              | \$ -        | \$ -        | 2.6 Digital Advertising    |
| Homeland Web                 | \$ -        | \$ -        | 5.2 Website                |
| Travel Shows                 | \$ -        | \$ -        | 8.0 Travel shows           |
| Genuine Letter Social Media  | \$ -        | \$ -        | 10.2 Social Media          |
| Forrest Design Group         | \$ -        | \$ -        | 2.0 Advertising            |
|                              | \$ -        | \$ -        | 10.1 Training & Prof. Dev. |
|                              | \$ -        | \$ -        | 10.1 Training & Prof. Dev. |
| <b>TOTAL</b>                 | <b>\$ -</b> | <b>\$ -</b> |                            |

**2025 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2025 thru 9/30/2026**

|                              |   |                      | RFF's #'s 1-2       | 11/17/2025           |
|------------------------------|---|----------------------|---------------------|----------------------|
| 1.8 Administration           | Description   | Budget \$            | Exp. to date        | Balance              |
| Overhead (apport. value 100% | Telephone line, insurance, tax filing & office supplies                   | \$ 3,000.00          | \$ 618.75           | \$ 2,381.25          |
| 2.0 Advertising - FDG        | Description - Vendors   |                      |                     |                      |
| 2.2 Print Advertising - Mag. | ID State, Pocatello Chamber, Am. Rd,NW Travel, Great Am. West, Visit      | \$ 24,850.00         |                     | \$ 24,850.00         |
| Collateral Material          | Visitors Guide to SEID, Experience SEID Mag., Regional Broch.             | \$ 20,000.00         |                     | \$ 20,000.00         |
| 2.4 Video Advertising        |   |                      |                     |                      |
| Video/Digital                | Video creation & photography FDG, Merlin Films, Short form videos         | \$ 9,000.00          |                     | \$ 9,000.00          |
| OTT (Over the top TV)        | Digital/Streaming OTT Datafy & Short form video campaigns                 | \$ 7,000.00          |                     | \$ 7,000.00          |
| 2.5 Audio Streaming radio    | Apple, Pandora, Spotify, Youtube Music, Datafy                            | \$ 2,000.00          |                     | \$ 2,000.00          |
| Other                        | SEID Podcasts on Apple, Spotify, iHeartRadio                              | \$ 1,500.00          |                     | \$ 1,500.00          |
| 2.6 Digital Advertising      |   |                      |                     |                      |
| Search/Meta Search           | SEO & Google Ads, Creative Content & Digital Display Advertising & I      | \$ 22,700.00         |                     | \$ 22,700.00         |
| PD social display ads/OTA's  | Datafy, Miles Media, Brand USA, Herrmann Global, MyYellowstonePar         | \$ 50,000.00         | \$ 4,491.00         | \$ 45,509.00         |
| Email Marketing              | NW Travel, Am. Rd. Mag., YellowstonePark.com email programs               | \$ 10,000.00         |                     | \$ 10,000.00         |
| 10.2 Public Relations        | PD Social Media Camp.(FDG),content creation& Red Sky Co-op                | \$ 7,500.00          |                     | \$ 7,500.00          |
| Influencer Engagement        | Social Media Influencer content and blog (Forrest Design Group)           | \$ 5,007.91          |                     | \$ 5,007.91          |
|                              | <b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>                              | <b>\$ 159,557.91</b> | <b>\$ 4,491.00</b>  | <b>\$ 155,066.91</b> |
| 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            | \$ 8,000.00          |                     | \$ 8,000.00          |
| Maintenance                  | Maint. incl. hosting, plugins, pictures, video library & landing pages    | \$ 7,500.00          |                     | \$ 7,500.00          |
| Other -Email newsletters     | Promotional campaign web landing pages incl. newsletter creation &        | \$ 2,500.00          |                     | \$ 2,500.00          |
|                              | <b>TOTAL BUDGET FOR HOMELAND WEB</b>                                      | <b>\$ 18,450.00</b>  | <b>\$ -</b>         | <b>\$ 18,450.00</b>  |
| <b>OTHER PROJECT BUDGETS</b> |   |                      |                     |                      |
| 2.2 Print Advertising        |   |                      |                     |                      |
| Collateral Material          | Small Community Brochure co-ops and regional brochures                    | \$ 5,000.00          |                     | \$ 5,000.00          |
| Fulfillment Costs            | Postage, Stamps.com, Broch. Distrib. of broch., long distance fees        | \$ 4,000.00          |                     | \$ 4,000.00          |
| Other                        | Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek | \$ 12,000.00         | \$ 1,320.00         | \$ 10,680.00         |
| 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,             | \$ 12,105.00         | \$ 4,445.00         | \$ 7,660.00          |
| Show #2 - Intl.              | IRU - International Round Up, Canadian Snowbird Show in AZ                | \$ 11,000.00         |                     | \$ 11,000.00         |
| 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          |
| Other                        | Travel in Words Conference  | \$ 2,000.00          |                     | \$ 2,000.00          |
| 10.2 Public Relations        | Social Media Management & content creation - Genuine Letter               | \$ 7,650.00          |                     | \$ 7,650.00          |
|                              | <b>GRANT TOTAL</b>  | <b>\$ 240,157.91</b> | <b>\$ 14,269.75</b> | <b>\$ 225,888.16</b> |
|                              | <b>CASH MATCH OBLIGATION</b>  | <b>\$ 30,050.00</b>  | <b>\$ -</b>         | <b>\$ 30,050.00</b>  |

| Register: IRELAND BANK CHECKING    |        |               |                  |                            |           |   |                     |
|------------------------------------|--------|---------------|------------------|----------------------------|-----------|---|---------------------|
| From 10/15/2025 through 11/17/2025 |        |               |                  |                            |           |   |                     |
| Sorted by: Date, Type, Number/Ref  |        |               |                  |                            |           |   |                     |
| Date                               | Number | Payee         | Account          | Memo                       | Payment   | C | Deposit Balance     |
| 10/15/2025                         | DB     | Mike's Marke  | Meeting Meals    | October 2025 meeti         | 15.35     | X | 2,788.07            |
| 10/21/2025                         | DB     | Albertons     | Miscellaneous    | Flowers for Birgitta       | 49.81     | X | 2,738.26            |
| 10/23/2025                         | 3116   | Destiny Egley | Other Allowable  | ICORT travel reimb         | 315.93    | X | 2,422.33            |
| 10/23/2025                         | 3117   | Forrest Desig | Accounts Payab   | Post Register 208 th       | 998.75    |   | 1,423.58            |
| 10/24/2025                         |        | Deposit       | GRANT AWARD      | Deposit RFF #1 2025 Grant  |           | X | 5,765.00 7,188.58   |
| 10/28/2025                         | 3118   | Bear Lake Va  | Accounts Payab   | Visit Paris Idaho br       | 1,298.18  |   | 5,890.40            |
| 10/28/2025                         | 3119   | Forrest Desig | Accounts Payab   | Statehood Media 1          | 468.75    |   | 5,421.65            |
| 10/28/2025                         | 3120   | Homeland W    | Accounts Payab   | Web Design and Ma          | 1,425.00  |   | 3,996.65            |
| 10/28/2025                         | 3121   | Genuine Lette | Accounts Payab   | Social Media mana          | 525       |   | 3,471.65            |
| 10/28/2025                         | 3122   | Century Link  | Accounts Payab   | Data phone line ch         | 85.23     |   | 3,386.42            |
| 10/29/2025                         | DB     | USPS-Postma   | Fulfillment-Dire | Fulfillment and CP         | 6.14      | X | 3,380.28            |
| 11/3/2025                          | 3123   | Kristen Jense | Trade & Travel S | MM Fall 2025 show          | 300.4     |   | 3,079.88            |
| 11/6/2025                          |        | Deposit       | GRANT AWARD      | Deposit RFF #10 2024 Grant |           |   | 33,203.50 36,283.38 |
| 11/10/2025                         | DB     | Stamps.com    | Fulfillment-Dire | Monthly service fee        | 20.99     |   | 36,262.39           |
| 11/13/2025                         | 3124   | Forrest Desig | Accounts Payable |                            | 12,749.98 |   | 23,512.41           |
| 11/13/2025                         | 3125   | The Go Trave  | Accounts Payab   | Lead generation - e        | 3,395.00  |   | 20,117.41           |
| 11/13/2025                         | 3126   | Idaho State U | Accounts Payab   | 1/2 Cost rack card l       | 232.5     |   | 19,884.91           |
| 11/13/2025                         | 3127   | Void Check    | Miscellaneous    | VOID:                      |           | X | 19,884.91           |
| 11/13/2025                         | 3128   | Homeland W    | Accounts Payab   | Website maintenar          | 1,364.53  |   | 18,520.38           |

**Trade show Discussion-** Tami and Destiny discussed Trade shows. Tami and her husband are going to attend the Dallas Show. Molly will be attending the Seattle show to represent and partner with Visit Pocatello. Destiny will attend Experience Idaho Expo in Boise. Marguerite and Kristen will attend SLC RV show in Sandy Utah. IRU Roundup will be Tish Dahmen. Kristen and her husband will do the St. George show. Calgary Show vs ad in the CSA News. Possibly both? Darlene is willing to go to Calgary with her husband. Total spent \$25,243.17 in 2024.

**ICORT-** Good connections. New faces. Great to be recognized with an award. Marguerite loved the Breakout sessions. Encourage to cater to people with disabilities. Suggested a campaign to be respectful when you visit other areas. The idea of Winter Carnival was suggested. Looking for ideas.

**IRU Discussion-** Jeff put in the bid for 2027 to be held in Pocatello. Looking for cash match and partners to help. Give Hotel Names and business names with contact details. Participants are expected to give discounts and comps.

### **Website Report: Ann Yearsley-**

- Total Users are DOWN 3,959 from last year.
- Google visits were DOWN 4373! Direct visits were Down 1,277.
- State visits from Idaho (Down 929), Utah (Down 796) and Colorado (Down 419).
- The most visited pages were Homepage and Halloween Events.

Our Google Rank is as high as it has ever been on most keywords. That is not the reason for the drop in visitors. Either people are not searching for our keywords or Ads are down.

**Social Media Report: MaryDawn Barnard-** Went over analytics. Giveaway reached lots of people. Suggested to try a QR code to follow us on social media. Instagram expo hitting a younger demographic. Suggested a Valentine or a Galentine giveaway in February. World Cup is coming June 11<sup>th</sup> -July 19<sup>th</sup>, 2026.

**Advertising Budget Status: Birgitta Bright-** Swag Ideas, Stickers, Pill bottle Key Chain, Air Fresheners, Flashlight Key Chain, Mini Flyers, Floating Keychain, and Post Cards. Destiny Egley Made a Motion to approve \$3,597.50 for swag. Kristen Jensen seconded the Motion. Motion Passed. Destiny Egley made a motion for CSA ad to be added into Forrest Design budget. Amber Tews Seconded the motion. Motion passed. Certified Folder discussion. Tish Dahmen made a motion to approve to do magazines for the Yellowstone Route. Amber Tews seconded the motion. Motion passed.

| HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP |                                   |  |               |                  |                   |
|---|-----------------------------------|--|---------------|------------------|-------------------|
|   |                                   |  |               |                  |                   |
| 11/19/2025  | 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                                      |               |                  | in progress       |
| \$ 5,000.00   | Programmatic Digital              | birding/wellness/other markets                                     |               |                  | in progress       |
| \$ 12,500.00  | Programmatic Digital              | Annual Brand Campaign  |               | Nov24-Apr25      | in progress       |
| \$ 5,000.00   | PPC Digital                       | Annual Brand Campaign  |               | winter 2025      | in progress       |
| \$ 16,971.44  | 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       |
| \$ 2,994.00   | 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          |
| \$ 2,546.41   | Paid Social Media Advertising     | Boost FB IG  | N/A           | annual           | ongoing           |
| \$ 99,061.80  | subtotal Digital Advertising      |  |               |                  |                   |
| 2.4 Video Advertising   |                                   |  |               |                  |                   |
| \$ 7,500.00   | Video creation and photography    | multiple :15 sec for social  |               |                  | in progress       |
| \$ 6,875.00   | Digital/OTT Streaming             | :15 and :30  | N/A           |                  | ongoing           |
| \$ 14,375.00  | subtotal Video Advertising        |  |               |                  |                   |
| 2.2 Print Advertising   |                                   |  |               |                  |                   |
| \$ 7,375.00   | NW Travel & Life Magazine         | 2/3 pg and 1/2 pg  |               | mar/apr jun/jul  | complete          |
| \$ 4,893.75   | CSA News                          | full page  | n/a           | winter 2025      |                   |
| \$ 3,346.03   | 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/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  |               | 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          |
| \$ 35,093.53  | subtotal Print Advertising        |  |               |                  |                   |
| 10.2 PR/Social Media  |                                   |  |               |                  |                   |
| \$ -  | Social Media Influencer & content | focus on specific attractions                                      |               | winter 26        | Travel and Words  |
| \$ -  | 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          |  |               |                  |                   |
| \$ 153,530.33   | Total Obligated                   |  |               |                  |                   |
| \$ 154,090.17   | Total Budget                      |  |               |                  |                   |
| \$ 559.84   | Total Remaining                   |  |               |                  |                   |

**Other Business** - Celebration of American 250. You can add events. You can become an ambassador. ITD Next 25-year plan email was sent out. No specific project was mentioned.

**Schedule Next Meeting**- The next meeting will be held on January 14th, 2026 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

**Adjourn**- Kristen Jensen made a motion to adjourn the meeting; Matt Hunter seconded the motion. The meeting was adjourned at 12:42pm.

Minutes by: Emilee Vaden

HCT Secretary