



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 (apprt. 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, NV Travel, Great Am. West, Visit If	\$ 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.	
TOTAL	\$ 3,230.86	\$ -		

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.	
TOTAL	\$ -	\$ -		

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
<u>2.0 Advertising - FDG</u>	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
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$ 159,557.91	\$ 4,491.00	\$ 155,066.91
<u>5.0 Website - Homeland</u>				
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
	TOTAL BUDGET FOR HOMELAND WEB	\$ 18,450.00	\$ -	\$ 18,450.00
<u>OTHER PROJECT BUDGETS</u>				
<u>2.2 Print Advertising</u>				
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
<u>2.6 Digital Advertising</u>				
Other-online advertising	Go Travel Sites - Go-Idaho.com page ads & email response	\$ 3,395.00	\$ 3,395.00	\$ -
<u>8.0 Trade & Travel Shows</u>				
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
<u>10.0 Other Allowed Costs</u>				
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
	GRANT TOTAL	\$ 240,157.91	\$ 14,269.75	\$ 225,888.16
	CASH MATCH OBLIGATION	\$ 30,050.00	\$ -	\$ 30,050.00

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 Market	Meeting Meals	October 2025 meeting	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 reimbursement	315.93	X		2,422.33	
10/23/2025	3117	Forrest Design	Accounts Payable	Post Register 208 thru 10/23/2025	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 Payable	Visit Paris Idaho booth	1,298.18			5,890.40	
10/28/2025	3119	Forrest Design	Accounts Payable	Statehood Media 10/28/2025	468.75			5,421.65	
10/28/2025	3120	Homeland W	Accounts Payable	Web Design and Marketing	1,425.00			3,996.65	
10/28/2025	3121	Genuine Letter	Accounts Payable	Social Media manager	525			3,471.65	
10/28/2025	3122	Century Link	Accounts Payable	Data phone line change	85.23			3,386.42	
10/29/2025	DB	USPS-Postmaster	Fulfillment-Direct	Fulfillment and CPA	6.14	X		3,380.28	
11/3/2025	3123	Kristen Jensen	Trade & Travel	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-Direct	Monthly service fee	20.99			36,262.39	
11/13/2025	3124	Forrest Design	Accounts Payable		12,749.98			23,512.41	
11/13/2025	3125	The Go Travel	Accounts Payable	Lead generation - email	3,395.00			20,117.41	
11/13/2025	3126	Idaho State U	Accounts Payable	1/2 Cost rack card	232.5			19,884.91	
11/13/2025	3127	Void Check	Miscellaneous	VOID:		X		19,884.91	
11/13/2025	3128	Homeland W	Accounts Payable	Website maintenance	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 11th -July 19th, 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