



Southeast Idaho High Country Tourism April 23, 2025 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on April 21, 2025 at the Lava Hot Springs Foundation Board Room 430 E. Main Street Lava Hot Springs, Idaho.

Welcome and Introductions

Tami Leonhardt called the meeting to order and welcomed all in attendance.

Present - President Tami Leonhardt, Grant Administrator - Destiny Egley, and Secretary- Emilee Vaden. Council members: Jeff Glissendorf, Tish Dahmen, Kristen Jensen, Tyson Koester. Guests: MaryDawn Barnard, Birgitta Bright, Ann Yearsley, and Marguerite Davids.

Minutes-Action Item -March 19, 2025, meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve March 19, 2025, meeting minutes, Tami Leonhardt seconded the motion. Motion passed.

Financial Report: Grant Administrator Destiny Egley -Tish Dahmen made a motion to approve the financial status report as presented, Kristen Jensen seconded the motion. The motion carried unanimously.

2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 12/30/2025				RFF's #'s 1- 5	4/22/2025
1.8 Administration		Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100% Telephone line, insurance, tax filing & office supplies			\$ 2,500.00	\$ 1,019.41	\$ 1,480.59
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	\$ 24,067.81	\$ 1,932.19
Collateral Material	Visitors Guide to SEID, Experience SEID Mag., Regional Broch.		\$ -		\$ -
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		\$ 23,000.00
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		\$ 13,550.00
9.0 Capital - Trade Show	2 - Tradeshow tablecloths		\$ 500.00		\$ 500.00
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	\$ 160,550.00	\$ 29,067.81
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		\$ 5,500.00	\$ 137.50	\$ 5,362.50
Maintenance	Maint. incl. hosting, plugins, pictures, video library & landing pages		\$ 7,285.23	\$ 1,174.40	\$ 6,110.83
Other -Email newsletters	Promotional campaign web landing pages including newsletter creati		\$ 2,000.00	\$ 1,436.50	\$ 563.50
			TOTAL BUDGET FOR HOMELAND WEB	\$ 15,235.23	\$ 2,748.40
OTHER PROJECT BUDGETS					
2.2 Print Advertising					
Collateral Material	Small Community Brochure co-ops and regional brochures		\$ 7,500.00	\$ 802.29	\$ 6,697.71
Fulfillment Costs	Postage, Stamps.com, Broch. Distrib. of broch., long distance fees		\$ 3,000.00	\$ 2,496.22	\$ 503.78
Other	Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek		\$ 10,000.00	\$ 9,782.23	\$ 217.77
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	\$ 10,043.47	\$ 456.53
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	\$ 1,850.00	\$ 7,150.00
			GRANT TOTAL	\$ 232,785.23	\$ 71,697.99
			CASH MATCH OBLIGATION	\$ 29,098.15	\$ 9,084.86
					\$ 20,013.29

Register: IRELAND BANK CHECKING							
From 03/19/2025 through 04/22/2025							
Sorted by: Date, Type, Number/Ref							
Date	Number	Payee	Account	Memo	Payment	C	Deposit Balance
3/19/2025	DB	Mike's Market	Meeting Meals	March meeting	22.91	X	23,905.75
3/19/2025	DB	Lava Hot Springs Fo	Meeting Meals	drinks for March meet	7	X	23,898.75
3/19/2025	DB	Stamps.com	Fulfillment-Direct Ma	postage on account fo	100	X	23,798.75
3/20/2025	DB	Amazon.com	Trade & Travel Show	Dallas Adv show taffy	115.1	X	23,683.65
3/25/2025	DB	USPS-Postmaster	Fulfillment-Direct Ma	Fulfillment Canada se	1.65	X	23,682.00
4/7/2025		Malad City Oneida	(Accounts receivable			200	23,882.00
4/7/2025	3082	Molly Beseris	Trade & Travel Show	Dallas travel show rei	2,650.64		21,231.36
4/7/2025	3083	Genuine Letter	Accounts Payable	February and March s	1,150.00		20,081.36
4/7/2025	3084	Homeland Web	Accounts Payable	website management	612.5		19,468.86
4/8/2025	3085	Molly Beseris	Trade & Travel Show	Dallas travel show pa	26.25		19,442.61
4/10/2025	DB	USPS-Postmaster	Fulfillment-Direct Ma	monthly service fee	19.99		19,422.62
4/15/2025	DB	Stamps.com	Fulfillment-Direct Ma	postage on account	100		19,322.62
4/16/2025	DB	USPS-Postmaster	Fulfillment-Direct Ma	postage for internatio	6.28		19,316.34
4/22/2025	3086	Forrest Design Grou	Accounts Payable		4,913.25		14,403.09
4/22/2025	3087	Century Link	Accounts Payable	Phone line charges 20	80.77		14,322.32

Storage Unit Update -Storage unit is much nicer than current unit. Will be placed on concrete pad. We should be moving within the next few weeks. Discussion of Signage for advertisement on the unit.

Website Report- Ann Yearsley: Total Users are UP 412 from last year because Direct visits were UP 813 from Print or Radio ADS. Google visits were down 166. Facebook visits were down 67. Visits from Idaho (down 112), Utah (up 89), and Colorado (up 889). The most visited pages were the homepage (UP 2600!), events, Pocatello Spring Fair, and ATV pages. Newsletter numbers were 11,642 opens (44%) and 169 unique clicks.

Social Media Report- MaryDawn Barnard - Favorite post was Tin Cup Canyon. Discussion of events coming up. March 1st time sharing the newsletter. Date night in Downata posts did great on Instagram. More engagement than Facebook. Discussion of announcing winners on social media. Send events to Ann.

Advertising Budget Status- Birgitta Bright - Discussion Yellowstone visitors guide \$2000.00 per page. Too expensive. Bear Lake to host a Travel Writer from Germany. Tish Dahmen and Jeff Glissendorf to do Podcast for American Road Magazine. Pioneer Historic Byway brochure proof presented to council.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2024-2025 (24-v-1) - FORREST DESIGN GROUP					
4/23/2025	HCT	DESCRIPTION	CO-OP	RUN DATE	STATUS
2.6 Digital Advertising					
\$ 6,375.00	Miles Media	Canada West Multi-Channel Cmpn	ITC	spring 2025	report mid may 25
\$ 7,500.00	Programmatic Digital	promotion of travel passports			ongoing
\$ 5,000.00	Programmatic Digital	birding/wellness/other markets			
\$ 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	ongoing
\$ 7,500.00	Madden Media State Co-ops	Silver Content Package			
\$ 7,493.75	Bandwango-Activity Passports	unlimited			
\$ 11,625.00	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads		win/spr/sum	sum left

\$ 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
\$ 2,875.00	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

\$ 92,118.75 subtotal Digital Advertising

2.4 Video Advertising

\$ 7,500.00	Video creation and photography	multiple 7 sec for social			
\$ 6,900.00	Digital/OTT Streaming	:15 and :30	N/A		

\$ 14,400.00 subtotal Video Advertising

2.5 Audio Advertising

\$ -					
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\$ - 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	Mar/Apr complete
\$ 18,750.00	Collateral materials	Misc Brochures	N/A		PHB complete
\$ 4,218.75	1889 Washinton Mag	Outdoors 1/2 pg + e news banner		Jun/Jul	space reserved
\$ 4,218.75	1859 Oregon Mag	Outdoors 1/2 pg + e news banner		May/Jun	complete
\$ 1,031.25	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	sum complete
\$ 6,750.00	2025 Idaho Travel Guide	Full page ad	N/A	annual	

\$ 43,591.25 subtotal Print Advertising

10.2 PR/Social Media

\$ 6,250.00	Social Media Influencer & content	focus on specific attractions	Visit Pocatello	fall	
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\$ 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

\$ 161,360.00 Total Obligated

\$ 160,550.00 Total Budget

\$ (810.00) Total Remaining

Other Business – Morris Columbus Travel Expo-Jeff will pay booth cost. Jeff and Kristen will attend the show on October 18th, 2025, Destiny Egley made a motion for HCT to pay for travel and per diem for 2 attendees. Tami Leonhardt seconded the motion. Motion passed. Placer AI Discussion- very expensive. Jeff is looking for someone to co-op or split. Question on accuracy. Tour De Small Towns Bicycling Event. Jeff sponsored them. There is a remodel happening at the Pocatello visitors center, they are looking for businesses that want a spot on the wall. Discussion on Birgitta to go to Travel in Words Conference. The council agreed that Birgitta could attend as the HCT representative.

Schedule Next Meeting

The next meeting will be held on May 21st, 2025 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

Adjourn

Destiny Egley made a motion to adjourn the meeting; Kristen Jensen seconded the motion. The meeting was adjourned 11:57pm.

Minutes by:

Emilee Vaden

HCT Secretary