



# Southeast Idaho High Country Tourism January 14, 2026 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

Molly Beseris called the meeting to order and welcomed all in attendance.

**Present** - Vice President-Molly Beseris Grant Administrator-Destiny Egley, Secretary- Emilee Vaden. Council members: Kristen Jensen, Darlene Downs, Paige Byram, Jeff Glissendorf, and Tyson Koester. Guests: Birgitta Bright, Ann Yearsley, and Marguerite Davids.

**Minutes-Action Item** - November 19, 2025, meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve November 19th, 2025, meeting minutes, Jeff Glissendorf seconded the motion. Motion passed.

**Election of Officers-Action Item** -Darlene Downs Made a motion to have all officers remain the same for 2026. Jeff Glissendorf seconded the motion. Motion passed.

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

2025 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2025 thru 9/30/2026			RFF's #'s 1-2	1/13/2026
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
<b>2.0 Advertising - FDG</b>	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 &	\$ 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>
<b>5.0 Website - Homeland</b>				
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>				
<b>2.2 Print Advertising</b>				
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
<b>2.6 Digital Advertising</b>				
Other-online advertising	Go Travel Sites - Go-Idaho.com page ads & email response	\$ 3,395.00	\$ 3,395.00	\$ -
<b>8.0 Trade &amp; Travel Shows</b>				
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
<b>10.0 Other Allowed Costs</b>				
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>

2024 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2024 thru 12/30/2025			RF#s #'s 1-Final	1/13/2026
<u>1.8 Administration</u>	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%	Telephone line, insurance, tax filing & office supplies	\$ 2,500.00	\$ 2,500.00	\$ -
<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 ID	\$ 35,221.58	\$ 35,221.58	\$ -
Collateral Material	Visitors Guide to SEID, Experience SEID Mag., Regional Broch.	\$ 3,146.03	\$ 3,146.03	\$ -
2.4 Video Advertising				
Video/Digital	Video creation & photography FDG, Merlin Films, Short form videos	\$ 6,711.25	\$ 6,711.25	\$ -
OTT (Over the top TV)	Digital/Streaming OTT Datafy & Short form video campaigns	\$ 6,875.00	\$ 6,875.00	\$ -
2.5 Audio Streaming radio	Apple, Pandora, Spotify, Youtube Music, Datafy	\$ -		\$ -
Other	SEID Podcasts on Apple, Spotify, iHeartRadio	\$ -		\$ -
2.6 Digital Advertising				
Search/Meta Search	SEO & Google Ads, Creative Content & Digital Display Advertising & Re	\$ 22,449.23	\$ 22,449.23	\$ -
PD social display ads/OTA's	Datafy, Miles Media, Brand USA, Herrmann Global, MyYellowstonePark.	\$ 49,515.44	\$ 49,515.44	\$ -
Email Marketing	NW Travel, Am. Rd. Mag., YellowstonePark.com email programs	\$ 20,299.96	\$ 20,299.96	\$ -
9.0 Capital -Trade Show	2 - Tradeshow tablecloths	\$ 464.41	464.41	\$ -
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)	\$ -		\$ -
10.3 Market Research	AirDNA Trend reports & Herrmann Global Intl Travel Origin research	\$ 5,000.00	\$ 5,000.00	\$ -
	<b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>	<b>\$ 149,682.90</b>	<b>\$ 149,682.90</b>	<b>\$ -</b>
<u>5.0 Website - Homeland</u>				
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 48.17	\$ 48.17	\$ -
Domain Name	Annual Fees (Homeland Web)	\$ 372.10	\$ 372.10	\$ -
Technical Upgrade	Upgrades google analytics, technological, stats, data programs	\$ 2,500.00	\$ 2,500.00	\$ -
Maintenance	Maint. incl. hosting, plugins, pictures, video library & landing pages	\$ 7,801.43	\$ 7,801.43	\$ -
Other -Email newsletters	Promotional campaign web landing pages including newsletter creatio	\$ 3,361.50	\$ 3,361.50	\$ -
	<b>TOTAL BUDGET FOR HOMELAND WEB</b>	<b>\$ 14,083.20</b>	<b>\$ 14,083.20</b>	<b>\$ -</b>
<b>OTHER PROJECT BUDGETS</b>				
<u>2.2 Print Advertising</u>				
Collateral Material	Small Community Brochure co-ops and regional brochures	\$ 2,782.24	\$ 2,782.24	\$ -
Fulfillment Costs	Postage, Stamps.com, Broch. Distrib. of broch., long distance fees	\$ 7,476.77	\$ 7,476.77	\$ -
Other	Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek	\$ 12,432.23	\$ 12,432.23	\$ -
2.6 Digital Advertising				\$ -
Other-online advertising	Go Travel Sites - Go-Idaho.com page ads & email response	\$ 3,395.00	\$ 3,395.00	\$ -
<u>8.0 Trade &amp; Travel Shows</u>				
Show #1	UT & St. George MM show, RV Show, Dallas Adv., Boise ID Expo,	\$ 15,960.47	\$ 15,960.47	\$ -
Show #2 - Intl.	IRU - International Round Up, Canadian Snowbird Show in AZ	\$ 11,103.59	\$ 11,103.59	\$ -
<u>9.0 Capital Outlay</u>				
Trade Show Booth	Storage totes supplies to haul supplies for shows	\$ -	\$ -	\$ -
<u>10.0 Other Allowed Costs</u>				
10.1 Training & Prof. Dev.				
ICORT	Member Registrations, Lodging and per diem for ICORT, Regist. ESTO	\$ 5,993.83	\$ 5,993.83	\$ -
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 7,375.00	\$ 7,375.00	\$ -
	<b>GRANT TOTAL</b>	<b>\$ 232,785.23</b>	<b>\$ 232,785.23</b>	<b>\$ -</b>
	<b>CASH MATCH OBLIGATION</b>	<b>\$ 29,098.15</b>	<b>\$ 30,674.97</b>	<b>\$ (1,576.82)</b>

Expenditures for next request for funds - RFF #3 2025 GRANT			
Vendor Name	Amount	Cash Match	Element #
Century Link phone line	\$ 85.19	\$ -	1.8 Admin
Office Max - office supplies	\$ -	\$ -	1.8 Admin
Mutual Ins. Balance	\$ -	\$ -	1.8 Admin
Lumen - Long distance	\$ -	\$ -	2.2 Fulfillment
Fulfillment	\$ -	\$ -	2.2 Fulfillment
	\$ -	\$ -	2.2 Fulfillment
	\$ -	\$ -	2.6 Digital Advertising
Homeland Web	\$ 1,831.20	\$ -	5.2 Website
Travel Shows	\$ 981.07	\$ -	8.0 Travel shows
Genuine Letter Social Media	\$ -	\$ -	10.2 Social Media
Forrest Design Group	\$ 1,613.26	\$ -	2.0 Advertising
Certified Folder & Good News		\$ 917.71	2.0 Advertising
	\$ -	\$ -	10.1 Training & Prof. Dev.
<b>TOTAL</b>	<b>\$ 4,510.72</b>	<b>\$ 917.71</b>	

Register: IRELAND BANK CHECKING								
From 11/17/2025 through 01/13/2026								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
11/18/2025	DB	Mike's Market	Meeting Meals	November refr	15.48	X		19,029.90
11/18/2025	DB	USPS-Postmas	Fulfillment-Di	Intl fulfillment	3.4	X		19,026.50
11/19/2025	3129	Century Link	Accounts Pay	Data phone lin	85.23	X		18,941.27
11/19/2025	3130	Forrest Design	Accounts Pay	Inv. #'s 1597,1	13,418.29	X		5,522.98
11/19/2025	3131	Genuine Letter	Accounts Pay	Social Media r	1,125.00	X		4,397.98
11/20/2025	DB	National Event	Accounts Pay	Calgary 2026 s	618.2	X		3,779.78
11/25/2025	DB	Stamps.com	Fulfillment-Di	Postage on ac	100	X		3,679.78
11/26/2025	DB	Office Max	Administratio	Office supplie	22.26	X		3,657.52
12/1/2025	DB	USPS-Postmas	Fulfillment-Di	Stamps and In	80	X		3,577.52
12/2/2025	DB	Office Max	Administratio	office supplies	226.88	X		3,350.64
12/3/2025	DB	USPS-Postmas	Fulfillment-Di	Certified Folde	176.55	X		3,174.09
12/4/2025	DB	Morris Murdoc	Trade & Trave	Booth registra	1,195.00	X		1,979.09
12/4/2025	DB	USPS-Postmas	Fulfillment-Di	Certified Folde	423.5	X		1,555.59
12/4/2025	DB	Office Max	Administratio	Office supplie	207.03	X		1,348.56
12/9/2025	DB	Morris Murdoc	Trade & Trave	St. George boc	500	X		848.56
12/9/2025	3132	Genuine Letter	Accounts Pay	Social Media r	525	X		323.56
12/10/2025	DB	Stamps.com	Fulfillment-Di	Monthly servic	20.99	X		302.57
12/17/2025		Deposit	GRANT AWARI	Deposit RFF's #11 2024 Gran		X	27,489.22	27,791.79
12/17/2025	3133	Forrest Design	Accounts Pay	Inv #'s 1598,16	10,992.86			16,798.93
12/17/2025	3134	Molly Beseris	Trade & Trave	Seattle Show fl	981.07			15,817.86
12/17/2025	3135	Void Check	Miscellaneous			X		15,817.86
12/17/2025	3136	Milan Zabka	Miscellaneous	Cost to move s	500	X		15,317.86
12/18/2025	3137	Century Link	Accounts Pay	Phone line cha	85.23			15,232.63
12/22/2025		Lava H.S. Founc	Accounts rece	1/2 the cost to move storage		X	250	15,482.63
12/31/2025	3138	Lumen	Accounts Pay	208-776-5155	0.95			15,481.68
12/31/2025	3139	Genuine Letter	Accounts Pay	Social media r	1,050.00			14,431.68
12/31/2025	3140	Good News, LLC	Accounts Pay	Bear brochure	660			13,771.68
12/31/2025	3141	Premier Media	Accounts Pay	2025 Travel + V	1,400.00			12,371.68
12/31/2025	3142	Lava Chamber	Accounts Pay	Advertising co	2,500.00			9,871.68
1/6/2026	DB	Beehiv	Website	Newsletter ser	1,831.20			8,040.48
1/6/2026	DB	National Event	Trade & Trave	Outdoor Trave	623.45			7,417.03
1/7/2026	DB	National Event	Trade & Trave	Canada conve	6.23			7,410.80
1/10/2026	DB	Stamps.com	Fulfillment-Di	Monthly servic	20.99			7,389.81
1/12/2026		American Falls	Accounts rece	2026 Membership Dues			200	7,589.81
1/12/2026		City of Montpel	Accounts rece	2026 Membership Dues			200	7,789.81
1/12/2026	DB	Stamps.com	Fulfillment-Di	Postage on ac	100			7,689.81
1/12/2026	3143	Homeland Web	Accounts Pay	Invoice HL243	2,279.00			5,410.81
1/13/2026	DB	Modern Exposit	Trade & Trave	MM Show	249.54			5,161.27

**Travel Shows and Representatives** - Utah Morris Murdock will be attended by Kristen and Marguerite. Salt Lake City RV Show was cancelled. Dallas Adventure Show Marguerite and Dan Davids to attend. Boise Experience Idaho Expo is up for discussion if anyone wants to attend. Morris Murdock Fall show in Layton will be attended by Molly Beseris. International Calgary show will be Darlene and Bret. IRU will be attended by Molly and Jeff. IPW in Fort Lauderdale will tentatively be covered by Molly. Please complete survey after each show.

**Small Community Brochure Programs Co-Op requests -Action Item** -No submissions currently.

**Small Community Advertising Programs Co-Op requests -Action Item** -No submissions currently.

**Website Report: Ann Yearsley-** Total Users are UP 1,879 from last year!

- Google Organic visits were DOWN 2,217. Organic visits go down because people may click ads instead of scrolling way down the page. AI is also answering questions.
- Ads made it up with at least 2300 visits! Good job Birgitta!
- Direct visits were UP 664, probably from print or radio ads.
- Visits from Idaho, Utah were down. Where did the ads run?
- The most visited pages were the homepage, events, Bear River Hot Springs, Nutcracker, Snowmobile Trails.
- Newsletter numbers open were over 4,000 (17% open rate) and 101 clicks.
- SEO is dead, you must AI it

Birgitta and MaryDawn will work on getting the videos ADA Compliant for the website.

**Advertising Budget Status: Birgitta Bright-** Flashlights, stickers, and frisbees for swag. Facebook posts reporting showing each town and percentages. MaryDawn would like limiting admins for posting and responding. If you want and event highlighted please send them to Ann. Shares will not show as well as an original post.

<b>HIGH COUNTRY TOURISM ADVERTISING PLAN 2025-2026 (25-v-1) - FORREST DESIGN GROUP</b>					
<b>1/14/2026</b>	<b>HCT</b>	<b>DESCRIPTION</b>	<b>CO-OP</b>	<b>RUN DATE</b>	<b>STAT</b>
<b>2.6 Digital Advertising</b>					
\$ 6,875.00	Miles Partnership (Brand USA)	Canada West Multi-Channel Cmpn	ITC		
\$ 7,500.00	Programmatic Digital	promotion of travel passports			
\$ 5,000.00	Programmatic Digital	birding/wellness/other markets			
\$ 12,500.00	Programmatic Digital	Annual Brand Campaign			
\$ 16,971.44	Social Media Mirroring campaign	geo target	N/A	Jan-May Sep-Dec	
\$ 7,500.00	Madden Media State Co-ops	Silver Content Package			
\$ 7,493.75	Bandwango-Activity Passports	unlimited			
\$ 17,374.95	Americanroadmagazine.com	Itin, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads		win/spr/sum/fall	
\$ 1,875.00	Great American West	partnership materials	N/A	annual	
\$ 5,625.00	MyYellowstonePark.com	Targeted Leads	N/A	12 mos 2026	
\$ 2,500.00	MyYellowstonePark.com	1/2 pg ad in trip planner		12 mos 2026	
\$ 2,925.00	NW Travel & Life Magazine	Sponsored social & dedicate e-news		Jul	
\$ 2,546.41	Paid Social Media Advertising	Boost FB IG	N/A	annual	
<b>\$ 96,686.55</b>	<b>subtotal Digital Advertising</b>				
<b>2.4 Video Advertising</b>					
\$ 7,500.00	Video creation and photography	multiple :15 sec for social			
\$ 6,875.00	Digital/OTT Streaming	:15 and :30	N/A		
<b>\$ 14,375.00</b>	<b>subtotal Video Advertising</b>				
<b>2.2 Print Advertising</b>					
\$ 6,625.00	NW Travel & Life Magazine	2/3 pg and 1/2 pg & Travel Planner		mar/apr jun/jul	
\$ 3,705.00	Idaho Magazine	3x 2/3 page		pre vacation	
\$ 5,000.00	Collateral materials	Misc Brochures	N/A		
\$ 2,075.00	Pocatello Chamber Mag	Full page, annual publication	BLCVB/Downata	Mar-26	
\$ 1,997.50	208 Things To Do	Full Page winter/summer		May-26	
\$ 6,750.00	2025 Idaho Travel Guide	Full page ad	N/A	annual	
<b>\$ 26,152.50</b>	<b>subtotal Print Advertising</b>				
<b>10.2 PR/Social Media</b>					
\$ 6,250.00	Social Media Influencer & content	focus on specific attractions			
<b>\$ 6,250.00</b>	<b>subtotal PR/Social Media</b>				
<b>10.3 Market Research</b>					
\$ -					
\$ -					
<b>\$ -</b>	<b>subtotal Market Research</b>				
<b>\$ 143,464.05</b>	<b>Total Obligated</b>				
<b>\$ -</b>	<b>Total Budget</b>				
<b>\$(143,464.05)</b>	<b>Total Remaining</b>				

**Other Business** - Talked about paying \$200.00 extra at show for email contacts. Also, generic prizes for getting information at shows.

**Schedule Next Meeting-** The next meeting will be held on February 18th, 2026 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

**Adjourn-** The meeting was adjourned at 12:38pm.

Minutes by:  
Emilee Vaden  
HCT Secretary