



Southeast Idaho High Country Tourism February 18, 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

Destiny Egley called the meeting to order and welcomed all in attendance.

Present -President Tami Leonhardt via telephone, Grant Administrator-Destiny Egley, Secretary-Emilee Vaden. Council members: Kristen Jensen. Guests: Birgitta Bright, MaryDawn Barnard, and Marguerite Davids.

Minutes-Action Item - January 14, 2026, meeting minutes were emailed to the council for review. Kristen Jensen made a motion to approve, January 14, 2026, meeting minutes, Tami Leonhardt seconded the motion. Motion passed.

Financial Report: Grant Administrator Destiny Egley - Kristen Jensen made a motion to approve the financial status report as presented; Tami Leonhardt seconded the motion. Motion passed.

Grant applications and suggestions - Incorporate AI on search bar on our site. AI Monthly report of traveler intent in real time to monitor search trends, competitor, analyze and monitor visitor questions. More Google ads, ready to go campaigns to share. Creators and residents extended stay more immersive. Locals and bringing in someone who's never been to our area. Everyone please send in trails in their area, so we can get an idea of where to send them. Itinerary builder for the website. Possibly try Reddit. MaryDawn will get a quote for Destiny for a refresh on our website.

SOUTHEAST IDAHO HIGH COUNTRY MONTHLY EXPENSE REPORT		02/17/26
BANK BALANCE FORWARD		\$ 5,161.27
DEPOSITS/REIMBURSEMENTS		
DEPOSIT - City of Downey & Preston, VP & Pocatello Ch.,IDMNH		\$ 1,000.00
DEPOSIT - City of Soda & Blackfoot		\$ 400.00
DEPOSIT - LHSF co-op 1/2 cost of Phoenix AZ travel show booth		\$ 1,250.00
DEPOSIT - RFF #12 2024 Grant		\$ 13,660.53
DEPOSIT - Malad, BLCVB & BL Chamber dues		\$ 600.00
DEPOSIT - FINAL RFF for 2024 Grant		\$ 59,497.47
DEPOSIT -		\$ -
DEPOSIT -		\$ -
Total Deposits		\$ 76,408.00
EXPENSES		
Advertising - Forrest Design Group	\$ 52,864.57	
Century Link & Lumen - Telephone & Long Distance	\$ 85.19	
Website - Homeland Web	\$ -	
Postage & Delivery - Fulfillment, Stamps.com & brochure distribution	\$ 363.48	
Genuine Letter - Social Media Management	\$ 950.00	
Mikes Market & LHSF - Meeting snacks and drinks	\$ 37.19	
National Event Mngmt - Calgary 2026 Outdoor show booth furnishings	\$ 315.84	
IBL Events - Boise Outdoor & Unicomm AZ show booth registrations	\$ 3,119.97	
Molly Beseris - travel reimb .Seatte & flight reimb.for IPW & IRU	\$ 2,472.13	
Hilton & Holiday Inn lodging for travel shows	\$ 583.38	
Marquerite Davids - travel reimbursement for UT Travel Expo	\$ 390.00	
Delta Airlines - flights for Dallas adventure show	\$ 813.92	
Kristen Jensen - travel reimbursement for UT travel expo	\$ 996.06	
Idaho Potato pins - shipping only	\$ 15.04	
Darlene Downs - Reimbursement for flights to calgary	\$ 818.58	
Destiny Egley - Reimbursment for flights and travel for AZ show	\$ 2,493.63	
Certified Folder display contract	\$ 10,118.30	
	TOTAL EXPENDITURES	\$ 76,437.28
BANK ENDING BALANCE		\$ 5,131.99
Account Details As of 2/17/2025		
IRELAND BANK		
ESSENTIAL CHECKING ACCOUNT		
*****2529		
\$68,866.02		

Register: IRELAND BANK CHECKING								
From 01/14/2026 through 02/17/2026								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
1/14/2026	DB	Mike's Market	Meeting Meals	Meeting refreshm	13.11	X		5,148.16
1/14/2026	DB	Lava Hot Spring	Meeting Meals	Meeting drinks fo	10	X		5,138.16
1/15/2026	DB	Walmart	Meeting Meals	Paper plates for r	14.08	X		5,124.08
1/20/2026		City of Downey	Accounts receive	2026 Membership Dues		X	200	5,324.08
1/20/2026		Visit Pocatello	Accounts receive	2026 Membership Dues		X	200	5,524.08
1/20/2026		Pocatello Char	Accounts receive	2026 Membership Dues		X	200	5,724.08
1/20/2026		City of Preston	Accounts receive	2026 Membership Dues		X	200	5,924.08
1/20/2026		Idaho Museum	Accounts receive	2026 Membership Dues		X	200	6,124.08
1/20/2026	3144	Molly Beseris	Trade & Travel S	Seattle show trav	1,071.37			5,052.71
1/21/2026	DB	IBL Events	Trade & Travel S	Boise Idaho Outd	616.97	X		4,435.74
1/21/2026	DB	Microsoft Store	Administration	Microsoft Office 2	129.99	X		4,305.75
1/22/2026	DB	Hilton	Trade & Travel S	2 nights lodging i	215.4	X		4,090.35
1/24/2026	DB	Holiday Inn Exp	Trade & Travel S	Utah Trave MM sh	367.98	X		3,722.37
1/26/2026		City of Soda Sp	Accounts receivable			X	200	3,922.37
1/26/2026		Blackfoot City	Accounts receivable			X	200	4,122.37
1/26/2026	3145	Marguerite Dav	Trade & Travel S	Utah Travel MM s	390	X		3,732.37
1/27/2026	DB	Delta Airlines	Travel expenses	Dallas Adv. show	813.92	X		2,918.45
1/27/2026	3146	Kristen Jensen	Trade & Travel S	Utah Travel MM s	996.06			1,922.39
1/28/2026	DB	Idahopotato.ca	Trade & Travel S	Idaho Potato pins	15.04	X		1,907.35
2/2/2026		Lava H.S. Foun	Accounts receive	1/2 booth cost for Phoenix AZ Show			1,250.00	3,157.35
2/2/2026	3147	Unicomm, LLC	Trade & Travel S	Booth registration	2,500.00			657.35
2/3/2026		Deposit	GRANT AWARD	Deposit RFF #12 2024 Grant			13,660.53	14,317.88
2/3/2026	DB	National Event	Trade & Travel S	Calgary travel sho	315.84			14,002.04
2/5/2026	3148	Darlene Downs	Trade & Travel S	International Can	818.58			13,183.46
2/5/2026	3149	Molly Beseris	Trade & Travel S	IPW and IRU fligh	1,403.76			11,779.70
2/5/2026	3150	Destiny Egley	Trade & Travel S	Arizona Travel & /	1,303.94			10,475.76
2/5/2026	3151	Forrest Design	Accounts Payabl	Madden Media ca	7,500.00			2,975.76
2/9/2026		Malad City One	Accounts receivable				200	3,175.76
2/9/2026		Bear Lake CVB	Accounts receivable				200	3,375.76
2/9/2026		Bear Lake Cour	Accounts receivable				200	3,575.76
2/9/2026	DB	USPS-Postmas	Fulfillment-Direc	Bear Brochures d	212.5			3,363.26
2/9/2026	DB	Stamps.com	Fulfillment-Direc	Monthly service fe	20.99			3,342.27
2/9/2026	3152	Century Link	Accounts Payabl	Data line charges	85.19			3,257.08
2/9/2026	3153	Genuine Letter	Accounts Payabl	Social media Dec	950			2,307.08
2/11/2026			GRANT AWARD	Deposit FINAL RFF 2024 Grant			59,497.47	61,804.55
2/12/2026	3154	Forrest Design	Accounts Payable		40,470.82			21,333.73
2/17/2026	3155	Destiny Egley	Trade & Travel S	Travel reimburse	1,189.69			20,144.04
2/17/2026	3156	Certified Travel	Accounts Payabl	04-0031655	10,118.30			10,025.74
2/17/2026	3157	Forrest Design	Accounts Payabl	Canadian Snowb	4,893.75			5,131.99

2025 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2025 thru 9/30/2026			RFF's #'s 1-3	2/17/2026
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%)	Telephone line, insurance, tax filing & office supplies	\$ 3,000.00	\$ 692.87	\$ 2,307.13
2.0 Advertising - FDG	Description - Vendors			
2.2 Print Advertising - Mag.	ID State, Pocatello Chamber, Am. Rd, NW Travel, Great Am. West, Visit	\$ 21,152.50		\$ 21,152.50
Collateral Material	Visitors Guide to SEID, Experience SEID Mag., Regional Broch.	\$ 13,750.00		\$ 13,750.00
2.4 Video Advertising				
Video/Digital	Video creation & photography FDG, Merlin Films, Short form videos	\$ 7,500.00	\$ 788.45	\$ 6,711.55
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 & I	\$ 61,530.41	\$ 794.81	\$ 60,735.60
PD social display ads/OTA's	Datafy, Miles Media, Brand USA, Hermann Global, MyYellowstonePar	\$ 23,750.00	\$ 4,491.00	\$ 19,259.00
Email Marketing	NW Travel, Am. Rd. Mag., YellowstonePark.com email programs	\$ 8,750.00		\$ 8,750.00
10.2 Public Relations	PD Social Media Camp.(FDG),content creation& Red Sky Co-op	\$ 2,500.00		\$ 2,500.00
Influencer Engagement	Social Media Influencer content and blog (Forrest Design Group)	\$ 6,250.00		\$ 6,250.00
10.3 Market Research	Hemann Global	\$ 7,500.00		\$ 7,500.00
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$ 159,557.91	\$ 6,074.26	\$ 153,483.65
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	\$ 1,373.40	\$ 6,126.60
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	\$ 1,373.40	\$ 17,076.60
OTHER PROJECT BUDGETS				
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	\$ 135.12	\$ 3,864.88
Other	Certified Folder, Bear Broch. Distrib. Small Comm. Adv. co-ops, CherryCreek	\$ 12,000.00	\$ 11,415.59	\$ 584.41
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,	\$ 13,105.00	\$ 10,849.38	\$ 2,255.62
Show #2 - Intl.	IRU - International Round Up, Canadian Snowbird Show in AZ	\$ 12,000.00	\$ 9,012.71	\$ 2,987.29
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	\$ -		\$ -
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 7,650.00	\$ 950.00	\$ 6,700.00
	GRANT TOTAL	\$ 240,157.91	\$ 43,898.33	\$ 196,259.58
	CASH MATCH OBLIGATION	\$ 30,050.00	\$ -	\$ 30,050.00

Travel Show Discussion - Recommended to Go to phoenix show instead of Snowbird. Seattle, Dallas and Denver are also beneficial. Bret and Darlene are going to Calgary. Marguerite and Dan are going to Dallas in March. IRU in April. IPW will be attended by Molly in May. The website for the potato pins is Shop.idahopotato.com 50 pins, we pay \$7.95 for shipping.

Small Community Brochure Programs Co-Op requests -Action Item -Chesterfield Foundation asking for partnership for printing brochures. Samaria Community Foundation is asking High Country to Partner in Tri-fold brochure. The Malad Valley Heritage Square is asking for partnership for rack card printing. Lava Chamber of Commerce is asking for partnership with High Country to Partner for Brochure printing for \$2500.00. Tami Leonhardt made a motion to approve 87.5% to all requests for brochures and advertising with co-op partners to pay 12.5% not to exceed the \$2500.00 limit of the applications submitted today. Kristen Jensen seconded the motion. Motion Passed.

Small Community Advertising Programs Co-Op requests -Action Item - Malad Welsh Festival requesting \$2500.00 partnership for advertising.

Website Report: Ann Yearsley- via email Idaho High Country January 2026 website statistics

- Total Users are UP 1,726 from last year.
- Google visits were Down 1,910.
- Direct visits were UP 2,175 but 828 were from a China spam bot.
- Visits from Idaho and Utah were down.
- The most visited pages were the homepage, events, Bear River Hot Springs, ATV, Hot Springs & Snowmobiling.

Social Media Report: MaryDawn Barnard- The January giveaway reached 20,000 on Facebook. Instagram only reached 240. Lots of likes and shares. We have generated a few new followers and more engagement from our giveaways. Planning a giveaway for Canada and Dallas show. Tentative for Bear Lake to do the giveaway.

Advertising Budget Status: Birgitta Bright-

HIGH COUNTRY TOURISM ADVERTISING PLAN 2025-2026 (25-v-1) - FORREST DESIGN GROUP					
2/17/2026	HCT	DESCRIPTION	CO-OP	RUN DATE	STATUS
2.6 Digital Advertising					
\$ 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			
\$ 16,875.00	Social Media Mirroring campaign	geo target	N/A	Jan-May Sep-Dec	
\$ 7,500.00	Madden Media State Co-ops	Silver Content Package			
\$ 2,500.00	Oregon Trail Auto Route	historic & partner spread in broc	N/A		
\$ 7,493.75	Bandwango-Activity Passports	unlimited			
\$ 3,125.00	Bandwango pass design				
\$ 17,137.50	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	
\$ 3,125.00	NW Travel & Life Magazine	Sponsored social & dedicate e-news		Jul	
\$ 2,500.00	Paid Social Media Advertising	Boost FB IG	N/A	annual	
\$ 102,131.25	subtotal Digital Advertising				
2.4 Video Advertising					
\$ 6,250.00	Video creation and photography	multiple :15 sec for social			
\$ 5,000.00	Digital/OTT Streaming	:15 and :30	N/A		
\$ 11,250.00	subtotal Video Advertising				
2.2 Print Advertising					
\$ 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	
\$ 12,500.00	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	
\$ 33,652.50	subtotal Print Advertising				
10.2 PR/Social Media					
\$ 5,000.00	Social Media Influencer & content	focus on specific attractions			
\$ 5,000.00	subtotal PR/Social Media				
10.3 Market Research					
\$ 7,500.00	Herrman Global	Intl research	N/A	Feb/Mar	in progress
\$ -					
\$ 7,500.00	subtotal Market Research				
\$ 159,533.75	Total Obligated				
\$ 159,557.91	Total Budget				
\$ 24.16	Total Remaining				

Other Business - ITC Tourism Talk March 11th, 2026, in Idaho Falls 9am-1pm. If you plan on going, please register.

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

Adjourn- Kristen Jensen made a motion to adjourn the meeting Destiny Egley seconded the motion. The meeting was adjourned at 12:59pm.

Minutes by:
Emilee Vaden
HCT Secretary