



Register: IRELAND BANK CHECKING								
From 02/18/2026 through 03/09/2026								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit Balance	
2/18/2026	DB	Stamps.com	Fulfillment-Direc	postage on acc	100	X	5,850.57	
2/23/2026	DB	USPS-Postmast	Fulfillment-Direc	postage for inte	85.1	X	5,765.47	
2/23/2026	DB	Lava Hot Spring	Meeting Meals	Waters for Febr	10	X	5,755.47	
2/24/2026		Lava Hot Spring	Accounts receivable			X	200 5,955.47	
2/24/2026		City of Lava Hot	Accounts receivable			X	200 6,155.47	
2/24/2026	DB	Office Max	Administration:S	Copy paper 202	37.83	X	6,117.64	
2/24/2026		3158 Darlene Downs	Trade & Travel Sh	International C	1,837.16		4,280.48	
3/3/2026	DB	USPS-Postmast	Fulfillment-Direc	Fulfillment bro	19.11		4,261.37	
3/9/2026		Deposit	GRANT AWARD	Deposit RFF #3 2025 Grant			28,177.59 32,438.96	
3/9/2026	DB	Stamps.com	Fulfillment-Direc	Monthly service	20.99		32,417.97	
3/9/2026		3159 Forrest Design	Accounts Payable	Lotus digital ca	6,521.44		25,896.53	
3/9/2026		3160 Malad Chambe	Accounts Payable	Malad display	600		25,296.53	
3/9/2026		3161 Century Link	Accounts Payable	Data phone lin	85.19		25,211.34	
3/9/2026		3162 Genuine Letter	Accounts Payable	social media m	1,050.00		24,161.34	
3/9/2026		3163 Homeland Web	Accounts Payable	Website manag	1,506.91		22,654.43	
3/9/2026		3164 RMI/Internatio	Accounts Payable	GAW Partnersh	8,700.00		13,954.43	
<b>2025 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2025 thru 9/30/2026</b>							<b>RFF's #'s 1-4</b>	<b>3/9/2026</b>
<b>1.8 Administration</b>	<b>Description</b>			<b>Budget \$</b>	<b>Exp. to date</b>		<b>Balance</b>	
Overhead (apport. value 100%	Telephone line, insurance, tax filing & office supplies			\$ 3,000.00	\$ 799.91		\$ 2,200.09	
<b>2.0 Advertising - FDG</b>	<b>Description - Vendors</b>							
2.2 Print Advertising - Mag.	ID State, Pocatello Chamber, Am. Rd,NW Travel, Great Am. West, Visit			\$ 21,152.50	\$ 13,041.65		\$ 8,110.85	
Collateral Material	Visitors Guide to SEID, Experience SEID Mag., Regional Broch.			\$ 12,524.16			\$ 12,524.16	
2.4 Video Advertising								
Video/Digital	Video creation & photography FDG, Merlin Films, Short form videos			\$ 6,250.00	\$ 788.45		\$ 5,461.55	
OTT (Over the top TV)	Digital/Streaming OTT Datafy & Short form video campaigns			\$ 5,000.00			\$ 5,000.00	
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			\$ 67,131.25	\$ 2,916.25		\$ 64,215.00	
PD social display ads/OTA's	Datafy, Miles Media, Brand USA, Herrmann 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)			\$ 5,000.00			\$ 5,000.00	
10.3 Market Research	Herrmann Global			\$ 7,500.00			\$ 7,500.00	
	<b>TOTAL BUDGET FOR FORREST DESIGN GROUP</b>			<b>\$ 159,557.91</b>	<b>\$ 21,237.35</b>		<b>\$ 138,320.56</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	\$ 1,044.41		\$ 6,955.59	
Maintenance	Maint. incl. hosting, plugins, pictures, video library & landing pages			\$ 7,500.00	\$ 1,835.90		\$ 5,664.10	
Other -Email newsletters	Promotional campaign web landing pages incl. newsletter creation &			\$ 2,500.00	\$ 750.00		\$ 1,750.00	
	<b>TOTAL BUDGET FOR HOMELAND WEB</b>			<b>\$ 18,450.00</b>	<b>\$ 3,630.31</b>		<b>\$ 14,819.69</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	\$ 443.19		\$ 3,556.81	
Other	Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek			\$ 12,000.00	\$ 11,415.59		\$ 584.41	
<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, Dallas Adv., Boise ID Expo, AZ show			\$ 13,105.00	\$ 13,342.02		\$ (237.02)	
Show #2 - Intl.	IRU - International Round Up, Canadian travel & Adv. Show			\$ 12,000.00	\$ 936.16		\$ 11,063.84	
<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			\$ -			\$ -	
10.2 Public Relations	Social Media Management & content creation - Genuine Letter			\$ 7,650.00	\$ 1,250.00		\$ 6,400.00	
	<b>GRANT TOTAL</b>			<b>\$ 240,157.91</b>	<b>\$ 56,449.53</b>		<b>\$ 183,708.38</b>	
	<b>CASH MATCH OBLIGATION</b>			<b>\$ 30,050.00</b>	<b>\$ 4,500.91</b>		<b>\$ 25,549.09</b>	

**Vendor Rate Increase** - Ann is requesting a rate increase. She is requesting \$75 per hour Starting March 1<sup>st</sup>, 2026, backdating the invoice. Estimated \$16,000 per year. Darlene Downs made a motion to approve the increase as presented. Molly Beseris seconded the motion. Motion passed. Tyson recommended a procedural board discussion based on grant next month. Tami will write a procedure and will need board approval. Budget needs to follow grant year.

**2026 Grant Application** - Destiny Presented Grant Proposal to the Board. IRU Sponsorships in Idaho Falls for 2027 show. It needs to be included in 2026 Grant. Add Silver Spurs. Visit Pocatello will split the cost of \$3000.00 Molly Beseris made a motion to approve the grant as presented adding the line item for IRU. Darlene Downs seconded the motion. Motion passed.

**Website Report: Ann Yearsley**- I have attached the February 2026 HCT Website Analytics.

1. Total Users are Up 486 from last year.
2. Google visits were DOWN 1,330.
3. Direct visits were UP 1,574.
4. Facebook visits were up 270.
5. Visits from Utah were up 57, Idaho up 208, and Colorado down 272.
6. Salt Lake & Boise were top cities.
7. The most visited pages were the homepage, events, Bear River Hot Springs, and ATV pages.
8. The Poky Flea Market was the top event.

**Advertising Budget Status-Birgitta Bright** - Birgitta suggested updates from all our areas. Add agenda item for Round Table instead of other business for next month's meeting to update board members about each community. \$29,000.00 for 100,000 brochures. We need to reprint it. The printing for the magazine for 15,000 \$12,989.00 last year. Wait until August to print magazines. Check budget in August.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2025-2026 (25-v-1) - FORREST DESIGN GROUP					
3/18/2026	HCT	DESCRIPTION	CO-OP	RUN DATE	STATUS
<b>2.6 Digital Advertising</b>					
\$ 6,875.00	Miles Partnership (Brand USA)	Canada West Multi-Channel Cmpn	ITC	annual	ongoing
\$ 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	ongoing
\$ 7,500.00	Miles Partnership State Co-ops	TBD		TBD	
\$ 2,500.00	Oregon Trail Auto Route	historic & partner spread in broc	N/A	annual	complete
\$ 7,493.75	Bandwango-Activity Passports	unlimited		annual	ongoing
\$ 3,125.00	Bandwango pass design			annaul	ongoing
\$ 17,137.50	Americanroadmagazine.com	ltn, Virt Trip, Vis Gd, Getaway, Podcast x4 +4 free 2/3 print ads		win/spr/sum/fall	ongoing
\$ 1,875.00	Great American West	partnership materials	N/A	annual	ongoing
\$ 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		April	
\$ 2,500.00	Paid Social Media Advertising	Boost FB IG	N/A	annual	ongoing
\$ 102,131.25	<b>subtotal Digital Advertising</b>				
<b>2.4 Video Advertising</b>					
\$ 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	<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		may/jun nov/dec	
\$ 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	
<b>\$ 33,652.50</b>	<b>subtotal Print Advertising</b>				
<b>10.2 PR/Social Media</b>					
\$ 5,000.00	Social Media Influencer & content	focus on specific attractions			
<b>\$ 5,000.00</b>	<b>subtotal PR/Social Media</b>				
<b>10.3 Market Research</b>					
\$ 7,500.00	Herrman Global	Intl research	N/A	Feb/Mar	in progress
\$ -					
<b>\$ 7,500.00</b>	<b>subtotal Market Research</b>				
<b>\$ 159,533.75</b>	<b>Total Obligated</b>				
<b>\$ 159,557.91</b>	<b>Total Budget</b>				
<b>\$ 24.16</b>	<b>Total Remaining</b>				

**Schedule Next Meeting-** The next meeting will be held on April 15th, 2026 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

**Adjourn-** The meeting was adjourned at 12:34pm

Minutes by:

Emilee Vaden

HCT Secretary