

| Register: IRELAND BANK CHECKING | | | | | | | | |
|------------------------------------|--------|------------------------------|----------------------|-----------------------------|----------|---|-----------|-----------|
| From 03/10/2026 through 04/14/2026 | | | | | | | | |
| Sorted by: Date, Type, Number/Ref | | | | | | | | |
| Date | Number | Payee | Account | Memo | Payment | C | Deposit | Balance |
| 3/10/2026 | DB | USPS-Postmaster | Fulfillment-Direct M | Intl. fulfillment sent | 3.4 | X | | 13,951.03 |
| 3/23/2026 | DB | Stamps.com | Fulfillment-Direct M | postage on account for | 100 | X | | 13,851.03 |
| 3/23/2026 | DB | USPS-Postmaster | Fulfillment-Direct M | postage for Intl. fulfillme | 6.8 | X | | 13,844.23 |
| 3/23/2026 | DB | Amazon.com | Trade & Travel Show | Swag - huckleberry taffy | 53.36 | X | | 13,790.87 |
| 3/24/2026 | DB | Marriott | Trade & Travel Show | Intl travel show Calgary | 562.81 | X | | 13,228.06 |
| 3/26/2026 | | 3165 Forrest Design Group | Accounts Payable | | 7,913.09 | | | 5,314.97 |
| 3/26/2026 | | 3166 Century Link | Accounts Payable | Phone line charges 2025 | 85.19 | | | 5,229.78 |
| 3/26/2026 | | 3167 Genuine Letter | Accounts Payable | Social media February a | 1,050.00 | | | 4,179.78 |
| 3/26/2026 | | 3168 Christopher Olsen C.P.A | Accounts Payable | 2024 grant taxes filed an | 230 | | | 3,949.78 |
| 3/30/2026 | DB | Hilton | Trade & Travel Show | Lodging for Dallas TX tra | 763.22 | X | | 3,186.56 |
| 3/31/2026 | | 3169 Marguerite Davids | Trade & Travel Show | Travel reimbursement fo | 1,357.75 | | | 1,828.81 |
| 4/8/2026 | | Deposit | GRANT AWARD | Deposit RFF #4 2025 Grant | | | 14,008.41 | 15,837.22 |
| 4/8/2026 | | 3170 Darlene Downs | Trade & Travel Show | Intl travel show Calgary | 2,548.67 | | | 13,288.55 |
| 4/9/2026 | DB | Stamps.com | Fulfillment-Direct M | monthly service fee | 20.99 | | | 13,267.56 |
| 4/9/2026 | | 3171 Marguerite Davids | Trade & Travel Show | Dallas show reimbursed | 140.18 | | | 13,127.38 |

| 2025 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2025 thru 9/30/2026 | | | RFF's #'s 1-5 | 4/14/2026 |
|--|---|----------------------|---------------------|----------------------|
| 1.8 Administration | Description | Budget \$ | Exp. to date | Balance |
| Overhead (apport. value 100% | Telephone line, insurance, tax filing & office supplies | \$ 3,000.00 | \$ 1,074.12 | \$ 1,925.88 |
| 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 | \$ 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 & | \$ 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 | Hermann Global | \$ 7,500.00 | | \$ 7,500.00 |
| | TOTAL BUDGET FOR FORREST DESIGN GROUP | \$ 159,557.91 | \$ 21,237.35 | \$ 138,320.56 |
| 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 | \$ 1,119.41 | \$ 6,880.59 |
| Maintenance | Maint. incl. hosting, plugins, pictures, video library & landing pages | \$ 7,500.00 | \$ 2,735.90 | \$ 4,764.10 |
| Other -Email newsletters | Promotional campaign web landing pages incl. newsletter creation & | \$ 2,500.00 | \$ 1,250.00 | \$ 1,250.00 |
| | TOTAL BUDGET FOR HOMELAND WEB | \$ 18,450.00 | \$ 5,105.31 | \$ 13,344.69 |
| 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 | \$ 549.22 | \$ 3,450.78 |
| 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, Dallas Adv., Boise ID Expo, AZ show | \$ 16,505.00 | \$ 16,409.57 | \$ 95.43 |
| Show #2 - Intl. | IRU - International Round Up, Canadian travel & Adv. Show | \$ 8,600.00 | \$ 5,891.02 | \$ 2,708.98 |
| 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 | \$ 1,800.00 | \$ 5,850.00 |
| | GRANT TOTAL | \$ 240,157.91 | \$ 66,877.18 | \$ 173,280.73 |
| | CASH MATCH OBLIGATION | \$ 30,050.00 | \$ 4,561.79 | \$ 25,488.21 |

2026 Grant Application and Admin Discussion - Destiny updated the council and reported that a week before grant application deadline, Crystal Nelson requested a meeting with Tami and Destiny, ITC grant managers Ewa, Alexis, and others to discuss possibly combining BLCVB grant with HCT with a contingency that a specific amount be obligated to BLCVB. Tami expressed that she could do the grant and did not want to combine, Destiny would do whatever was needed but expressed that if that were to happen concern would be the added work that Destiny does not have time for. Discussion was to possibly hire a grant administrator to help Southeast Idaho region. Discussion was to collaborate with several entities to create a position. Suggestion from the State and Crystal was for both BLCVB and HCT to add administration funds to their grant before we submit the applications. Both Destiny and Tami agreed to do that. More discussion to come once we know how tax collections and grant awards get awarded.

Website Report: Ann Yearsley- Ann emailed the Idaho High Country March 2026 website statistics for you to review.

- Total Users are down 1,290 from last year.
- Google visits were down 1,235 may be because visits from Colorado were down 1,232.
- Direct visits were down 46.
- About 300 visits from online ADS.
- Top states visits were from Idaho (down 112), Utah (down 114), and California (down 103).
- The most viewed pages were the homepage (down 3,978?), Events, ATV, and Pocatello Spring Fair pages.
- NEW! AI TRAFFIC REPORT on the last page. It does not show stats from Google's AI Overview because they are not able to be tracked yet.

ADA compliance for our website is good to go with no mistakes.

Advertising Budget Status-Birgitta Bright - Jeff Glissendorf was approached by "Road Trippin". Looking into it for Pocatello for next year. Jeff requested a Co-Op for it. Looking for ideas on how we could make it work successfully. Suggestion for maybe 2 to 3 communities per time/visit. Bear Lake would be willing to Co-Op.

| HIGH COUNTRY TOURISM ADVERTISING PLAN 2025-2026 (25-v-1) - FORREST DESIGN GROUP | | | | | |
|---|-------------------------------------|--|-------|------------------|----------|
| 4/15/2026 | HCT | DESCRIPTION | CO-OP | RUN DATE | STATUS |
| 2.6 Digital Advertising | | | | | |
| \$ 6,875.00 | Miles Partnership (Brand USA) | Canada West Multi-Channel Cmpn | ITC | annual | ongoing |
| \$ 7,500.00 | Programmatic Digital | promotion of travel passports | | | ongoing |
| \$ 5,000.00 | Programmatic Digital | birding/wellness/other markets | | | ongoing |
| \$ 12,500.00 | Programmatic Digital | Annual Brand Campaign | | | ongoing |
| \$ 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 | Itin, 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 | complete |
| \$ 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 | complete |
| \$ 2,500.00 | Paid Social Media Advertising | Boost FB IG | N/A | annual | ongoing |
| \$ 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 | | 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 | complete |
| \$ 1,997.50 | 208 Things To Do | Full Page winter/summer | | May-26 | complete |
| \$ 6,750.00 | 2027 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 | complete |
| \$ - | | | | | |
| \$ 7,500.00 | subtotal Market Research | | | | |
| \$ 159,533.75 | Total Obligated | | | | |
| \$ 159,557.91 | Total Budget | | | | |
| \$ 24.16 | Total Remaining | | | | |

America 250 Ideas- Destiny sent links for the Blackfoot Days Fair/Rodeo Event page. Destiny suggested HCT do a booth at the fair. Destiny will send out dates via email so we can get a few volunteers to work at the booth.

Calgary & Dallas Travel Show Updates- Darlene reported on the Calgary show. 2 years ago, it was a better show than this year. Currently with Canadians and Politics they are not willing to travel to Idaho until things change. 600 more guests attended than last year. Most want to know and travel to Northern Idaho. Marguerite reported on the Dallas show and felt for the cost of the show, it may not have been worth it. There weren't guests looking to travel to Idaho. If they were willing, again, they wanted to visit Northern Idaho. It was recommended for the State of Idaho visitors guide to be used for all the shows. It was recommended that the brochure would be more useful with map on the back. We reminded everyone that the state map is in the back of the state magazine and we have maps of our region in the back of the Experience Magazine. Bear Lake is willing to partner for the magazine to include the map.

Round Table- Tami Leonhardt reported for Bear Lake- the Marina is coming along. Lots of people are excited about camping on the Idaho side of Bear Lake. She plans to look into Dark Sky. Paige Byram reported on Soda Springs opening the Enders Museum. Doing a community clean up to get things ready to open. Kristen Jensen reported for American Falls, Willow Bay Campground donated campsites for those coming to see birding. Frisbee golf and regular golf are now open. Aberdeen Days on June 27th. Boat launches are open at Willow Bay. American Falls has new Maverick station has helped boost economic growth. Darlene reported for Downey, Firefly Festival is June 14th. Look for Star gazing after the festival. Tyson Koester reported on Lava. The Wellness festival will be held on the 8th & 9th of May. Caribou Memorial Hospital and Lava Chamber of Commerce are the sponsors. Swimming pool will open on May 15th for preview weekend. Hot Pools project will be completed mid-June. Lava Golf course is currently open. Spinderella is in Pocatello on the 2nd week of May. Morris Murdock Layton show will be held October 17th. Kristen Jensen offered to attend. Experience Idaho Expo will be held May 2nd and 3rd.

Destiny reported that a Christmas village is being donated to Museum of Clean from the Aubrey's in Lava Hot Springs. They are working with the museum and may be looking for co-op. They may ask for co-op partnership in advertising and possibly reprint the museums brochure. She gave them Jeff Glissendorf's contact information for possible co-ops also.

Schedule Next Meeting- The next meeting will be held on May 20th, 2026 @ 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 at 11:57am

Minutes by:
Emilee Vaden
HCT Secretary