



Southeast Idaho High Country Tourism May 20, 2026 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on May 20, 2026 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

- Grant Administrator - Destiny Egley, Secretary - Emilee Vaden. Council members: Kristen Jensen, and Tyson Koester. Guests: Birgitta Bright, MaryDawn Barnard, and Marguerite Davids. Crystal Nelson and Amber Tews via Teams.

Minutes-Action Item

- April 15, 2026, meeting minutes were emailed to the council for review. Destiny Egley made a motion to approve April 15, 2026, meeting minutes, Amber Tews seconded the motion. Motion passed.

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

Expenditures for next request for funds - RFF #6 2025 GRANT			
Vendor Name	Amount	Cash Match	Element #
Century Link phone line	\$ 147.57	\$ -	1.8 Admin
Office Max - office supplies	\$ -	\$ -	1.8 Admin
Mutual Ins. Balance	\$ -	\$ -	1.8 Admin
Lumen - Long distance	\$ 1.07	\$ -	2.2 Fulfillment
Fulfillment	\$ 91.45	\$ -	2.2 Fulfillment
	\$ -	\$ -	2.2 Fulfillment
	\$ -	\$ -	2.6 Digital Advertising
Homeland Web	\$ 905.13	\$ -	5.2 Website
Travel Shows	\$ 2,644.59	\$ -	8.0 Travel shows
Genuine Letter Social Media	\$ 1,050.00	\$ -	10.2 Social Media
Forrest Design Group	\$ -	\$ -	2.0 Advertising
Certified Folder & Good News	\$ -	\$ -	2.0 Advertising
	\$ -	\$ -	10.1 Training & Prof. Dev.
TOTAL	\$ 4,839.81	\$ -	

Register: IRELAND BANK CHECKING							
From 04/14/2026 through 05/18/2026							
Sorted by: Date, Type, Number/Ref							
Date	Number	Payee	Account	Memo	Payment	C	Deposit Balance
4/14/2026	DB	USPS-Postmast	Fulfillment-Direct M	Fulfillment	6.96	X	13,120.42
4/21/2026	DB	USPS-Postmast	Fulfillment-Direct M	postage fulfillment	3.56	X	13,116.86
4/21/2026	DB	IBL Events	Trade & Travel Sho	Table for booth at	30.9	X	13,085.96
4/28/2026	DB	USPS-Postmast	Fulfillment-Direct M	postage fulfillment	11.55	X	13,074.41
4/29/2026	3172	Molly Beseris	Miscellaneous	Reimb. for flowers	109.01		12,965.40
4/29/2026	3173	Lumen	Accounts Payable	208-776-5155 903B	1.71		12,963.69
4/29/2026	3174	Century Link	Accounts Payable	Phone line charge:	84.87		12,878.82
4/29/2026	3175	Homeland Web	Accounts Payable	Website maint. an	975		11,903.82
4/29/2026	3176	Genuine Letter	Accounts Payable	Social Media Mana	1,050.00		10,853.82
4/30/2026		Deposit	GRANT AWARD	Deposit		X	10,428.99
5/7/2026	3177	Kristen Jensen	Trade & Travel Sho	Boise outdoor exp	896.31		20,386.50
5/7/2026	3178	Molly Beseris	Trade & Travel Sho	IRU Travel Reimbu	1,168.78		19,217.72
5/9/2026	DB	Stamps.com	Fulfillment-Direct M	monthly service fe	20.99		19,196.73
5/18/2026	3179	Homeland Web	Accounts Payable	website managem	905.13		18,291.60

2025 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2025 thru 9/30/2026			RFF's #'s 1-5	5/18/2026
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
<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	\$ 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
	TOTAL BUDGET FOR FORREST DESIGN GROUP	\$ 159,557.91	\$ 21,237.35	\$ 138,320.56
<u>5.0 Website - Homeland</u>				
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				
<u>2.2 Print Advertising</u>				
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
<u>2.6 Digital Advertising</u>				\$ -
Other-online advertising	Go Travel Sites - Go-Idaho.com page ads & email response	\$ 3,395.00	\$ 3,395.00	\$ -
<u>8.0 Trade & Travel Shows</u>				
Show #1	UT & St. George MM show, Dallas Adv., Boise ID Expo, AZ show	\$ 16,505.00	\$ 16,417.13	\$ 87.87
Show #2 - Intl.	IRU - International Round Up, Canadian travel & Adv. Show	\$ 8,600.00	\$ 5,891.02	\$ 2,708.98
<u>10.0 Other Allowed Costs</u>				
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	\$ 66,884.74	\$ 173,273.17
	CASH MATCH OBLIGATION	\$ 30,050.00	\$ 4,561.79	\$ 25,488.21

2026 Grant Presentation Report - Things went well. Destiny added admin funds into the grant after discussions with BLCVB, Crystal, Ewa and Alexis. Grant awards will be at the end of July. Crystal Nelson mentioned there will be training for new grant administrators.

Website Report: Ann Yearsley - Ann on Vacation, no report presented

Social Media Report: MaryDawn Barnard- Soda Springs reached over 30,000.00 views. RV Camping posts for summer camping had 122 link clicks, clicking through to the lodging page. Instagram doesn't have as big of a following as Facebook. But Massacre Rocks did well on Instagram. The newsletter reached 22,000.00, LODGING WAS THE HIGHEST CLICKED LINK IN THE NEWSLETTER

Advertising Budget Status-Birgitta Bright - Report from Herman Global highlights, France upper class that we don't market to are still willing to travel for the experience or cultural experience. Our market awareness was right in line with Sun Valley. People in Europe are looking for Key words in our Region. Great work Everyone! Hot Springs and Dining are huge attractions. There was discussion of the timing of the Canadian Snowbirds show is not ideal as they are already in America. We want to still reach them with possibly more digital campaigns. Birgitta wanted to clarify regarding the Oregon California Trail co-op; she had mentioned that Idaho (generalized) wasn't approving the co-op because it didn't meet the grants goals with travel and promotion. She wanted to clarify that she meant the ad approvers with the ITC tourism grant had said this co-op didn't meet the goals. We had to explain how it did meet the goals and what type of advertising component this was. Birgitta is concentrating on video, social media, and the Cherry Creek display this week. Birgitta is working on the magazine over the summer so it will be ready for the new grant cycle. Please provide Birgitta with events in your region or what you would like her to focus on so she can include them in her magazine/advertising, so she doesn't miss anything.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2025-2026 (25-v-1) - FORREST DESIGN GROUP					
5/20/2026	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	complete
\$ 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		May,Jun,Sep	2 of 3 done
\$ 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			in progress
\$ 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				

Round Table-

- Amber Tews reported on the Museum getting ready for summer travel curated gifts in the gift shop hosting a lecture on archeology and pollinators activities for a week. Field camp signups are Fossil Fest will Be November 6th and 7th is coming up. They will be shutting down in September after Labor Day to do work on the Gallery.
- Crystal Nelson reported the Pro-Rodeo in Pocatello on May 22nd and 23rd at the Fairgrounds. Revive at 5 is starting next week on Wednesday's. Free Day at the Zoo May 30th. June 5th Poky Paddle Festival Centennial Park. ISU has Concerts in the Quad with Bengal Beats.
- Kristen reported on June 27th are Aberdeen Days, Parade, Breakfast starts at 7am and ends at 11am, Car Shows, and booths. Sportsman's Park in Aberdeen is where the fireworks will be held on the 4th of July.
- Destiny reported Aquatic Pool will open for the season on Friday the 22nd. We are adding 4 more Cabanas at the Swimming Pool for a total of 10. The 2 new food vendors will be Tilly's Pizzeria and Iron Man Waffles at the Swimming Pool as well. The Farmers Market in Lava starts this weekend on Saturdays by the Swimming pool. The Hot Pool construction completion date is TBD.
- MaryDawn is trying to clump activities together in the region. Highlighting specific activities as well to keep things balanced.

Schedule Next Meeting- The next meeting will be held on June 17th, 2026 @ 10:00am in the Foundation Board Room at Lava Hot Springs.

Adjourn- Tyson Koester made a motion to adjourn the meeting. Destiny Egley seconded the motion. The meeting was adjourned at 11:17am

Minutes by:
Emilee Vaden
HCT Secretary