



Southeast Idaho High Country Tourism June 17, 2026 Meeting Minutes

The Southeast Idaho High Country Tourism Council of Region 5 met on June 17 ,2026 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 -President Molly Beseris and Grant Administrator-Destiny Egley. Council members: Paige Byram, Tyson Koester and Kristen Jensen via phone. Guests: Jules Belyea, Birgitta Bright, and Marguerite Davids.

Minutes-Action Item - May 20, 2026, meeting minutes were emailed to the council for review. Destiny Egley slightly revised the minutes and re-sent them the morning of June 17, 2026. Destiny made a motion to approve revised May 20, 2026 minutes. Paige seconded the motion. All approved. Motion passed.

Financial Report: Grant Administrator Destiny Egley - Molly asked if these could be sent out prior to meeting so people can see them if they attend the meeting virtually. Destiny went over financials. We have three bills pending for the next RFF. We have \$138,000 to spend but that money is already obligated. Molly asked about the grant presentation. Destiny reported she had very few questions asked of her. International travel was talked about. Talked about maybe hiring someone for admin work. This money would be taken out of the entire grant amount. It was discussed that the president is normally the person who presents grant. Molly is willing to do the presentation next year. Paige made a motion to approve the financial status report as presented; Kristen seconded the motion. Motion passed.

Expenditures for next request for funds - RFF #7 2025 GRANT			
Vendor Name	Amount	Cash Match	Element #
Century Link phone line	\$ 84.84	\$ -	1.8 Admin
Office Max - office supplies	\$ -	\$ -	1.8 Admin
Mutual Ins. Balance	\$ -	\$ -	1.8 Admin
Lumen - Long distance	\$ -	\$ -	2.2 Fulfillment
Fulfilment	\$ -	\$ -	2.2 Fulfillment
	\$ -	\$ -	2.2 Fulfillment
	\$ -	\$ -	2.6 Digital Advertising
Homeland Web	\$ -	\$ -	5.2 Website
Travel Shows	\$ 2,405.72	\$ -	8.0 Travel shows
Genuine Letter Social Media	\$ -	\$ -	10.2 Social Media
Forrest Design Group	\$ -	\$ -	2.0 Advertising
Certified Folder & Good News	\$ -	\$ -	2.0 Advertising
	\$ -	\$ -	10.1 Training & Prof. Dev.
<u>TOTAL</u>	<u>\$ 2,490.56</u>	<u>\$ -</u>	

2025 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2025 thru 9/30/2026			RFF's #'s 1-6	6/15/2026
1.8 Administration	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%	Telephone line, insurance, tax filing & office supplies	\$ 3,000.00	\$ 1,221.77	\$ 1,778.23
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	\$ 21,979.15	\$ (826.65)
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	\$ 5,037.69	\$ 62,093.56
PD social display ads/OTA's	Datafy, Miles Media, Brand USA, Herrmann Global, MyYellowstonePar	\$ 23,750.00	\$ 12,616.00	\$ 11,134.00
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	\$ 40,421.29	\$ 119,136.62
5.0 Website - Homeland				
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 250.00	\$ 282.00	\$ (32.00)
Domain Name	Annual Fees (Homeland Web)	\$ 200.00	\$ 162.33	\$ 37.67
Technical Upgrade	Upgrades google analytics, technological, stats, data programs	\$ 8,000.00	\$ 1,475.66	\$ 6,524.34
Maintenance	Maint. incl. hosting, plugins, pictures, video library & landing pages	\$ 7,500.00	\$ 3,538.40	\$ 3,961.60
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	\$ 6,708.39	\$ 11,741.61
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	\$ 769.25	\$ 3,230.75
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	\$ 17,344.34	\$ (839.34)
Show #2 - Intl.	IRU - International Round Up, Canadian travel & Adv. Show,IPW	\$ 8,600.00	\$ 8,463.56	\$ 136.44
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	\$ 4,150.00	\$ 3,500.00
	GRANT TOTAL	\$ 240,157.91	\$ 101,389.19	\$ 138,768.72
	CASH MATCH OBLIGATION	\$ 30,050.00	\$ 5,420.39	\$ 24,629.61

Register: IRELAND BANK CHECKING								
From 05/19/2026 through 06/15/2026								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
5/21/2026	DB	USPS-Postmas	Fulfillment-Direct	fuillment sent t	20.15	X		18,268.05
5/27/2026	DB	Stamps.com	Fulfillment-Direct	Postage on acc	100	X		18,168.05
6/3/2026	DB	USPS-Postmas	Fulfillment-Direct	stamps for fulfil	194.2			17,973.85
6/3/2026	3180	Century Link	Accounts Payable	May phone line	84.84			17,889.01
6/4/2026	3181	Forrest Design	Accounts Payable		11,917.54			5,971.47
6/4/2026	3182	Homeland Wel	Accounts Payable	May 2026 websi	721.14			5,250.33
6/8/2026	3183	Molly Besis	Trade & Travel Sho	IPW Travel Rein	2,405.72			2,844.61
6/9/2026	DB	Stamps.com	Fulfillment-Direct	Monthly service	20.99			2,823.62

Website Report: Ann Yearsley-

- Total Users are DOWN 3,739 partly because of Facebook/Instagram ADS ran last year and loss of Poky Horse Races visits.
- Google visits were DOWN 2,024.
- Visits from Idaho are DOWN 1,921. Utah is DOWN 1,677. California is UP 18.
- Most viewed pages were the homepage (DOWN 7,719), Pocatello Horse Races, Events, and Twin Lakes.
- China AI Bots are scraping websites now. HCT had 990 visits.
- Google rank has dropped slightly. AI improvements should help.
- Trail Map Usage for last 60 days is up 1,510 over last year!
- Much of the losses are likely because of blocked tracking by private browsers and phones.

Report received by email. Molly recommended Ann to come quarterly. All present agreed. We realize all reporting may not be accurate due to web bots from China, but we still have statistics. The results and reports are needed for the grant.

Advertising Budget Status-Birgitta Bright - Birgitta reported on the highlights only. She discussed social media influencers. We had a local Lava family (Yaegers) who were interested in doing blogs for Lava in trade for passes. Birgitta reached out to them discuss options for all of Southeast Idaho as a separate campaign. Soda Springs brochure is almost done. She will send to Paige to discuss changes. Malad brochure is done. Discussed advertising plan. Working on magazines and passes. Photographer coming end of July. Will come to Lava and other areas. Content reels based on activity all over the area, and off beaten paths. Birgitta will send out itinerary.

HIGH COUNTRY TOURISM ADVERTISING PLAN 2025-2026 (25-v-1) - FORREST DESIGN GROUP					
6/17/2026	HCT	DESCRIPTION	CO-OP	RUN DATE	STATUS
2.6 Digital Advertising					
\$ 6,875.00	Miles Partnership (Brand USA)	Canada West Multi-Channel Cmpn	ITC	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			annual	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-

- Marguerite talked about the date of reopening Hot Pools, and the need for Soda and Malad brochures. Also, reported on the amount of brochures remaining in storage shed.
- Jules talked about October 17-19 ICORT in Moscow. Said we are doing a good job.
- Paige - Soda Springs is putting in 12 miles of trails (biking, walking, horsing) and lots of trees. This was provided through a grant by The Hispanic Access grant through the Forest Service. She is working with the city council to change the names of trails. Molly mentioned they are trying to get someone to do bike rentals. There are a lot of buses coming through. Enders' museum is open for the summer for tours. Molly said we should do a trails system guide. Ann can add the new Soda trails.
- Destiny - reported on America 250 parade, July 25, need to preregister on city of Lava website. Will keep everyone apprised of hot pools changes. We now have 10 cabanas at the swimming pool. They have been a huge hit. The construction crane should be leaving soon after July 4. We hired 75 seasonal employees. We have new Idaho merchandise in the gift shop. We have a new Farmers Market and Lions Club Bingo restarts this Saturday. BYOB
- Kristin - reported farmers market on Thursday in American Falls. May start next month. Will have a variety of weekly events for America 250. June 27 is Aberdeen day. Free breakfast, parade, prizes, car show, baseball tournaments, and a 5K race. The rodeo is the middle of August, at the American Falls fair ground. Upcoming American Falls Day in August. There is no actual event on July 4.
- Molly reported on all the different farmers markets. They are a big draw. Listed all the different ones. Rodeos are happening soon. Need to look at the America 250 website. There are so many events planned. Previously, Molly had mentioned if we needed help setting up a teams meeting, she would be glad to help. We want everyone to be able to participate even if they can't make it to the meeting.
- Birgitta - Will be doing a keynote address at Montana Tourism conference.

Schedule Next Meeting- Reminder, there will be no July meetings. The next meeting will be held on August 19, 2026 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

Adjourn- Molly concluded meeting at 11:12 a.m.

Minutes by:

Marguerite Davids
Lava Hot Springs Foundation
Administrative Assistant