



Welcome and Introductions

Present -President Molly Beseris, Grant Administrator-Destiny Egley, and Secretary Emilee Vaden. Council members: Paige Byram, Tyson Koester, Kristen Jensen, and Tammy Benson attended in person. Ann Yearsley, Laurie McConnell, Darlene Downs, and Amber Tews attended Via Teams. Guests: Birgitta Bright, MaryDawn Barnard and Marquerite Davids attended in person.

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

SOUTHEAST IDAHO HIGH COUNTRY		08/18/26
MONTHLY EXPENSE REPORT		
BANK BALANCE FORWARD		\$ 2,823.62
DEPOSITS/REIMBURSEMENTS		
DEPOSIT - RFF #6 2025 Grant		\$ 34,293.57
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
DEPOSIT -		\$ -
Total Deposits		\$ 34,293.57
EXPENSES		
Advertising - Forrest Design Group		\$ 22,239.15
Century Link & Lumen - Telephone & Long Distance		\$ 171.47
Website - Homeland Web		\$ 1,725.50
Postage & Delivery - Fulfillment, Stamps.com & brochure distribution		\$ 293.33
Genuine Letter - Social Media Management		\$ 3,150.00
Office Max - Office Supplies		\$ 121.87
ICORT - Destiny's registration		\$ 305.00
Mutual Insurance - D & O annual ins.		\$ 842.00
Birgitta Bright - Travel & Words conference travel reimbursement		\$ 1,412.66
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
TOTAL EXPENDITURES		\$ 30,260.98
BANK ENDING BALANCE		\$ 6,856.21
Account Details As of 8/18/2026		
IRELAND BANK		
E\$SENTIAL CHECKING ACCOUNT		
*****2529		
\$6,856.21		

Register: IRELAND BANK CHECKING								
From 06/10/2026 through 08/18/2026								
Sorted by: Date, Type, Number/Ref								
Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
6/17/2026	DB	Stamps.com	Fulfillment-Direct Mail & E	Postage on account for fulfill	100	X		2,723.62
6/25/2026		Deposit	GRANT AWARD	Deposit RFF #6 2025 Grant		X	34,293.57	37,017.19
6/25/2026	3184	Forrest Design G	Accounts Payable		15,625.00	X		21,392.19
6/25/2026	3185	Void Check	Miscellaneous	Voided check		X		21,392.19
6/25/2026	3186	Genuine Letter	Accounts Payable		2,250.00	X		19,142.19
6/25/2026	3187	Century Link	Accounts Payable	Phone line for HCT 2025 Gran	84.84	X		19,057.35
6/29/2026	DB	USPS-Postmaste	Fulfillment-Direct Mail & E	postage for fulfillment to Finl	3.4	X		19,053.95
7/9/2026	DB	Stamps.com	Fulfillment-Direct Mail & E	monthly service fee	20.99	X		19,032.96
7/14/2026	DB	USPS-Postmaste	Fulfillment-Direct Mail & E	Intl.fulfillment postage Cana	8.2	X		19,024.76
7/14/2026	DB	Office Max	Administration:Supplies	Office supplies - Paper	121.87	X		18,902.89
7/27/2026	DB	Stamps.com	Fulfillment-Direct Mail & E	postage on account for fulfill	100	X		18,802.89
7/27/2026	DB	ICORT	Other Allowable Costs - Re	ICORT Registration for Destin	305	X		18,497.89
7/28/2026	3188	Century Link	Accounts Payable	Phone line charges HCT 2025	84.4			18,413.49
7/28/2026	3189	Mutual Insuranc	Accounts Payable	D&O Annual insurance polic	842			17,571.49
7/28/2026	3190	Lumen	Accounts Payable	208-776-5155 903B	2.23			17,569.26
7/28/2026	3191	Homeland Web	Accounts Payable	Web design/management 20	1,163.00			16,406.26
8/5/2026	3192	Void Check	Miscellaneous	VOID:		X		16,406.26
8/5/2026	3193	Birgitta Bright	Other Allowable Costs - Re	Travel & Words 2025 Confere	1,412.66			14,993.60
8/5/2026	3194	Forrest Design G	Accounts Payable		6,614.15			8,379.45
8/5/2026	3195	Genuine Letter	Accounts Payable	June social media 2025 Gran	900			7,479.45
8/5/2026	3196	Homeland Web	Accounts Payable	website management for July	562.5			6,916.95
8/10/2026	DB	Stamps.com	Fulfillment-Direct Mail & E	Monthly service fee	20.99			6,895.96
8/12/2026	DB	USPS-Postmaste	Fulfillment-Direct Mail & E	Fulfillment to Cache Valley vi	39.75			6,856.21

2025 Grant Budget - Southeast Idaho High Country Tourism - 8/1/2025 thru 12/31/2026			RFF's #'s 1-7	8/18/2026
<u>1.8 Administration</u>	Description	Budget \$	Exp. to date	Balance
Overhead (apport. value 100%	Telephone line, insurance, tax filing & office supplies	\$ 3,000.00	\$ 1,658.18	\$ 1,341.82
<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	\$ 23,429.15	\$ (2,276.65)
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 & F	\$ 67,131.25	\$ 11,402.01	\$ 55,729.24
PD social display ads/OTA's	Datafy, Miles Media, Brand USA, Herrmann Global, MyYellowstoneParl	\$ 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	\$ 249.83	\$ 2,250.17
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	\$ 48,485.44	\$ 111,072.47
<u>5.0 Website - Homeland</u>				
5.2 Other - Webhosting	Web hosting renewals (Homeland Web)	\$ 250.00	\$ 105.75	\$ 144.25
Domain Name	Annual Fees (Homeland Web)	\$ 200.00	\$ 162.33	\$ 37.67
Technical Upgrade	Upgrades google analytics, technological, stats, data programs	\$ 6,512.54	\$ 2,413.66	\$ 4,098.88
Maintenance	Maint. incl. hosting, plugins, pictures, video library & landing pages	\$ 7,500.00	\$ 3,763.40	\$ 3,736.60
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	\$ 16,962.54	\$ 7,695.14	\$ 9,267.40
<u>OTHER PROJECT BUDGETS</u>				
<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	\$ 915.08	\$ 3,084.92
Other	Certified Folder, Bear Broch. Distrib.Small Comm. Adv .co-ops,CherryCreek	\$ 12,000.00	\$ 11,935.59	\$ 64.41
<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	\$ 17,344.34	\$ (839.34)
Show #2 - Intl.	IRU - International Round Up, Canadian travel & Adv. Show,IPW	\$ 8,600.00	\$ 10,834.65	\$ (2,234.65)
<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	\$ 1,487.46	\$ 1,487.46	\$ -
10.2 Public Relations	Social Media Management & content creation - Genuine Letter	\$ 7,650.00	\$ 5,100.00	\$ 2,550.00
	GRANT TOTAL	\$ 240,157.91	\$ 116,350.88	\$ 123,807.03
	CASH MATCH OBLIGATION	\$ 30,050.00	\$ 5,420.39	\$ 24,629.61

2026 Grant Award Budget Discussion- Awarded \$9,000.00 more than last year.

- **Advertising-** Strategic Direction Plan to use Google search + Performance Max, Paid Social and Bandwango Promotion, Lotus Digital: Social Mirroring, OTT + Attribution, Photography, Video + Niche Creators. Visitor Intent Intelligence Snapshot Report. Discussed possibly removing Pocatello Chamber Magazine this year. Idaho Travel Alliance is starting a program called Hello Idaho. In partnership with Statewide Idaho DMVs. Discussed sponsorship Trailblazer partner for \$2500.00. Total Budget \$159,557.91
- **Website-** AI changes are coming. We Discussed AI Travel Planner Enterprise Proposal.
- **Social Media-** Sticking with the same monthly budget.
- **Travel Shows-** We had to cut back due to budget. Discussed dates of shows and which ones should be attended. Discussed partnering with Visit Pocatello. Decided to attend Utah Travel Show, Pheonix Adventure Travel Show, Possibly Seattle if there is a partnership, Experience Idaho in Boise, Layton, Utah Fall Show, Go West in Texas, and SLC RV Show.
- **Small Community Brochure Request -** Bear River Heritage Area Total Cost \$1,520.00 Asking \$1,330. Tammy Benson Made a motion to give \$1,000.00 Paige seconded the motion. Motion passed

Paige made a motion to approve the 2026 Grant Budget. Kristen Jensen seconded the motion. Motion passed.

ICORT- Destiny and Emilee registered for the early bird. Destiny made a motion to pay for 3 representatives from High Country to attend ICORT. Paige seconded the motion. Motion passed.

Website Report: Ann Yearsley- Idaho High Country July 2026 website statistics

- Total Users are down 702 from last year.
- Google visits were down 7,130.
- Direct visits were UP 3,785.
- Visits from Idaho (down 2,452), Utah (down 2,698) and Colorado (down 1,050) were down.
- The most visited pages were the homepage, Pocatello Parade & Fireworks.
- There were 3000+ clicks for Pocatello Parade & Fireworks in 2025 vs 1600 in 2026. HCT is #1 or #2 on Google and AI for Pocatello 4th of July parade and fireworks. I did AI with more details hoping that they will do better next year. It is OK that they clicked on another website as long as they find the information they need.
- AI improvements should be completed soon. I have completed 40 of the 100 top pages.
- ChatGPT sent 37 visitors.
- Chinese AI bots or hackers are bombing every website out there. It is hard to tell how it is affecting our Google Analytics.

Report received by email.

MaryDawn Barnard Social Media Report- This month Preston Rodeo and camping/glamping, and Pools performed the highest on social media. The newsletter delivered to over 16,000, 20% opened. Top Clicks were Lodging and water fun. We are trying to package information, like car shows in all the areas.

Advertising Budget Status-Birgitta Bright - The Social Media Mirroring campaign kicks off in September. Video shoot for the region is complete. Travel guide will be out at the end of the year. Discussed Fall Photo shoot when the leaves change. Discussed prizes for checking in at Trade Shows.

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/Brand USA	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	interest based regional experiences		annual	ongoing
\$ 3,125.00	Bandwango pass design	11 passes live		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			shoot complete
\$ 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	3 of 3 done
\$ 12,500.00	Collateral materials	Misc Brochures	N/A		ongoing
\$ 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	end of the year
\$ 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					

HIGH COUNTRY TOURISM ADVERTISING PLAN 2026-2027 (26-v-1) - FORREST DESIGN GROUP						
grant budget row	8/19/2026	HCT	DESCRIPTION	CO-OP	RUN DATE	STATUS
2.6 Digital Advertising						
15	\$ 6,875.00	Miles Partnership (Brand USA)	Brand USA Canada West multi-channel campaign	ITC/Brand USA	annual	
14	\$ 2,500.00	Paid Digital - Bandwango Pass Promotion	Paid promotion of interest-based experience passes		annual	
14	\$ 7,500.00	Google Search + Performance Max	traveler-intent campaigns: hot springs, water, outdoor recreation, road trips, history & family		annual	
14	\$ 30,000.00	Lotus Digital - Social Mirroring / OTT / Geofencing	2-mo fall + 3-mo winter + 2-mo spring; SLC/Boise targeting + regional/POI attribution	N/A	7 months	
15	\$ 6,250.00	Miles Partnership State Co-ops	Visit Idaho / Miles cooperative marketing - TBD	ITC	TBD	
15	\$ 7,493.75	Bandwango-Activity Passports	interest-based regional experience passes		annual	
15	\$ 2,000.00	Bandwango pass design			annual	
15	\$ 17,374.95	Americanroadmagazine.com	road-trip/small-highway audience: itinerary, virtual trip, guide, getaway, podcasts + print		win/spr/sum/fall	
15	\$ 1,875.00	Great American West	international partnership: ID, ND, SD & WY via Rocky Mountain International	N/A	annual	
16	\$ 5,625.00	MyYellowstonePark.com	Yellowstone-bound traveler leads	N/A	12 mos 2027	
15	\$ 2,500.00	MyYellowstonePark.com	Yellowstone Trip Planner ad - extend trip / overnight stay messaging		12 mos 2027	
15	\$ 3,125.00	NW Travel & Life Magazine	Pacific Northwest sponsored social + dedicated e-newsletter		April	
15	\$ 1,875.00	Paid Social Media Advertising	Meta paid social - intent/place-based campaigns	N/A	annual	
\$ 94,993.70 subtotal Digital Advertising						
2.4 Video Advertising						
20	\$ 6,250.00	Video creation and photography	traveler-intent stories; small towns; overnight/evening/morning; scenic routes			
	\$ -					
\$ 6,250.00 subtotal Video Advertising						
2.2 Print Advertising						
27	\$ 3,062.50	NW Travel & Life Magazine	1/2 pg ad		may/jun nov/dec	
27	\$ 3,705.00	Idaho Magazine	3x 2/3 page		May,Jun,Sep	
29	\$ 30,000.00	Collateral materials	Misc Brochures	N/A		
27	\$ 1,997.50	208 Things To Do	Full Page winter/summer		May/Sept-27	
27	\$ 6,750.00	2027 Idaho Travel Guide	Full page ad	N/A	annual	
\$ 45,515.00 subtotal Print Advertising						
10.2 PR/Social Media						
88	\$ 5,000.00	Niche Creators / Influencer Content	interest-aligned creators + reusable paid-media content; creator-in-residence pilot			
\$ 5,000.00 subtotal PR/Social Media						

91	10.3 Market Research				
	\$ 6,000.00	Visitor Intent Intelligence Report	monthly traveler-intent analysis + actionable media/content recommendations		Dec 26 -Jul 27
	\$ -				
	\$ 6,000.00	subtotal Market Research			
	\$ 157,758.70	Total Obligated			
	\$ 159,557.91	Total Budget			
	\$ 1,799.21	Total Remaining			

Fall Morris Columbus Expo October 17th, 2026- Molly is attending.

- **Giveaway** -Amber Tews did an Idaho Museum of Natural History donation of 2 family passes.

Round Table

- Amber Tews - Quick Idaho Museum of Natural History update: They will be closed Sept. 7 -25 to update our gallery. Reopen Sept. 26th at 9am, we are participating in World Annual Fall Fossil Fest is Nov. 6 & 7 - really hope you all can come; They are going to have live camels that people can interact with!
- Paige - Reported Soda Springs id doing the Fall Festival September 12th

Schedule Next Meeting- The next meeting will be held on September 16, 2026 @ 10:00am at the Foundation Board Room in Lava Hot Springs.

Adjourn- Molly Beseris concluded meeting at 12:30pm

Minutes by:

Emilee Vaden
HCT Secretary