



Minutes
Emery County Travel Bureau
April 2, 2014
Emery County Court House / The Canyon Room
Castle Dale, Utah

Attendance:

Members: Mike McCandless, Jonathan Hunt, Ethan Migliori, Sarah Siefken, Tina Carter, Abby Jensen, and Keith Brady

Excused: Mark Williams, Ray Jeffs

Guests: Patsy Stoddard, and Tim Glenn

Ethan Motioned to amend the agenda dated April 2, 2014 by adding an item under 6F: The zone ratification, with a second from Keith. Motion passes

1) **Approval of Minutes: February 5th**

A motion was made by Jonathan with a second by Ethan. Motion passes

2) **Discussion of Financial report: Tina Carter**

Tina reviewed the current balances with the board. Final Reports show 2013 higher than expected. Concerns were expressed regarding the collections and consistency of TRT and TRCC.

3) **Welcome of JWP Museum Manager - Tim Glenn:**

Tim introduced him self. He is working to improve the John Wesley Powell Museum, and make it more of a destination. He would like to have more events along with some large events. He will be bringing in new and exciting displays. The museum just changed to their summer hours. The Tesla charging station installation is complete, and visitors are using it.

4) **Discussion of Possible Recommendation for Travel Board Members:**

Jordan Leonard from the Millsite Golf Course, and Jim Fauver from Castle Valley outdoors applied for the position. The board felt that because Jordan is already participating on the Recreation board, and Jim is willing to be a Travel Board Member that Jim should fill the position. Ethan Motioned that we make sure Jordan understands that we appreciate him and value him as a resource for Emery County. However, we put Jim Fauver in the Board position to have the extra engagement. Ethan recommends Jim Fauver as a Travel Board Member to the Commission. Keith seconded the motion. Motion passes. •Keith motioned to recommend to the commissioners for advertisement for another board member for the Eastern side of the county to fill Kelly's position. Jonathon seconded the motion. Motion passes.

5) **Discussion and Possible Recommendation for Trail's Committee Member:**

No names were received for someone with hiking experience, therefore, Ethan Motioned to add Jonathan Hunt as a Trail Committee member, Sarah seconded the motion. Motion passes.

6) **Discussion and Approval of Funding Requests:**

a) **Emery County Fair &**

b) **Emery County Rodeo-** Funding requested for advertising for the Emery County Fair and Rodeo. Jonathan Motioned to accept both, the Emery County Fair and the Rodeo application for \$3,500.00 per event. Sarah seconded the motion. Motion passes.

c) **Cowboys Memorial Rodeo** - Funding requested for advertising the Cowboys Memorial Rodeo. Keith motioned to accept the Cowboys Memorial Rodeo application for \$1,500.00. Jonathan seconded the motion. Motion passes.

d) **Millsite Golf Course** - Funds requested to replace the sign on Hwy 10, and Daily Herald Newspaper ads. Ethan Motioned to accept the application for \$1,280.00. Jonathan seconded the motion. Motion passes. Mike suggested that a recommendation be made to Jordan to submit another application for funding to update the billboard north of Huntington.

- e) Stock Show** - Funding requested for Advertising and Prizes. There was discussion regarding grant funds being used for prizes. Jonathon feels that the prizes are the advertising. Tina gave an example of another county who puts their logo on their prizes and that would fit the grant requirements. Jonathon motioned to accept the application with the recommendation to add a logo to prizes. Ethan seconded the motion. Motion passes.
- f) The Zone Radio**- This item was previously presented to the board via email. It is for three different radio ads. Tina asked for recommendations for the three area's to promote through the adds and where to do a live show. Keith motioned to ratify the expense. Sarah seconded the motion. Motion passes.
- 7) **Discussion and Approval of Advertising Requests:**
- a) **Certified Folders** - The company who distributes our brochures and RAC cards in Western Colorado and Central Utah. Keith motioned to accept Certified Folders. Jonathan seconded the motion. Motion passes.
- 8) **Update, Discussion and Possible Recommendation of the Following:**
- a) **Film Related Projects** - The feature film project has been pushed back to July, they are looking for a new actress. There is a small non-profit LDS film that is going to be filmed at Goblin Valley.
- b) **State Parks** - Millsite is looking really good, The road improvements are coming along and will be a great benefit to the park. The BLM has improved the OHV trails in the area. Jonathan is working to bring some new things to Millsite this summer. Park Perks program was discussed. •Goblin Valley is very busy. The campground is full each night. They are short staffed right now. The Goblin Valley expansion was discussed. •Green River Golf Course is doing good, they are adding a few new tournaments this summer.
- c) **Trail's Committee**- Plan to print their trail map this summer. Boulderling Clean up event will be held April 4th and 5th. Green River is working on trails. Keith would like to coordinate with the trails committee. Mike will work between the two groups.
- d) **Potluck** - The group would like to change its focus, they would like to be more of an action committee with an information meeting. •Key Bank is leaving Green River in June. Mike is working on a replacement, there are other financial institutions interested.
- e) **EC Chamber**- Dinner went very good, about 85 attended. Kent Wilson did a really good job with the food. New members were inducted at the dinner, speakers were great.
- f) **Museums** - Tim has been working between museums in the area for better cooperation. •KSL outdoor adventure crew cam and did a piece on the San Rafael Swell and the John Wesley Powell Museum. Meagan said it went really well.
- g) **Travel Shows** - Travel shows just wrapped up for the year. Tina plans to attend the I.S.E. shows in Denver and Salt Lake, she will partner with other counties to attend the show in Sacramento, and Quartzsite again next year.
- h) **Buckhorn Information Center** - Grand opening will be Thursday, April 24th at 1:00 p.m.
- 9) **Discussion of Old Business:** None
- 10) **Discussion of New Business:** Mike expressed concerns to Vicki Varella about the state of Utah using all the funds from the legislature to advertise the "mighty 5". Manila, Dutch John, Green River are all small areas that rely on tourism, however they are not promoted through the Utah office of Tourism. There will be a series of meetings held to discuss state support in rural areas. •Tie Fork rest area is not being stocked with informational brochures, the videos aren't running.
- 11) **Adjourn** - Meeting adjourned
A motion was made to adjourn.