

Minutes

Emery County Travel Bureau

July 9, 2024 3:30 PM

Castle Dale, Utah

Attendance: AnnDee Mead, Keven Jensen, Danny VanWagoner, Larry Johansen, Brad Walker, Maria Sykes, Travis Bacon, Ren Hatt, Robin Hunt

1. Approval of Minutes: June, 2024 Motion made to approve by Danny, seconded by Travis. **Motion passed.**

2. Discuss/Presentation: Tailynn Minchey-Miss Utah Volunteer pageant program marketing. Tailynn is working on spreading awareness and building support for children of first responders experiencing trauma with her pageant platform. She comes to the board with an offer for an ad page in the pageant. Discussion on the ad page among board members.

3. Discuss/Approve/Deny: Miss Utah Volunteer pageant program marketing. Motion made to approve a full page ad for \$400 by Ren, seconded by Maria. **Motion passed.**

4. Discuss/Presentation: Deckard Technology- Short Term Rental Inventory, Compliance, and Analytic Services. Presentation on a company that works with short-term rental listings and generates data analytics and compliance insights.

5. Discuss/Approve/Deny Deckard Technology- RentalScape \$3,500. Discussion on applicability to the area, the difference between this program and the one previously used, and how it can benefit the county as well as potential to benefit the cities. Motion made to approve by Travis, seconded by Danny. **Motion passed.**

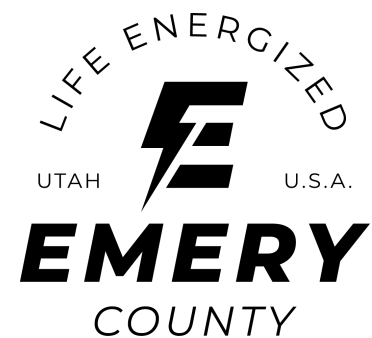
6. Discuss Reports of the Following:

a. Event Coordinator: Amanda is out of town at the time of the meeting but has been working on the fair, catfish on the green, and the baseball tournament. The Weekend Warriors tournament will be this weekend and is expecting about twice as many as have come in the past. We will be checking with the Buckhorn and other businesses to see how these tournaments affect them. The Eventeny subscription is up and running and will start being used more and more.

Robin reported working hard on Eventeny to get everything set up and ready to go, it is coming along well. Event planning for the summer is also coming along well.

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b. Marketing: Still working with HUB and hoping to have the website up and running in the next month. Also working on getting the adventure guide updated. Looking for local stories to showcase in the new materials. We've started boosting event posts on social media, signs in Huntington will be getting updated soon.

c. Museums: Janet was unable to attend but shared numbers from the month, showing increases in both visitor numbers and income. They had a traveling exhibit from the Smithsonian open recently as well as a Crossing the Green River exhibit.

Belinda was also unable to attend but has had a busy month with higher numbers of visitors and camps. They will be helping with Frontier Days at the fair and are busy making preparations.

d. State Parks: Brad reported that the summer has been busy and has brought many visitors from all over. Millsite has been at capacity for camping almost every day. Water levels are just starting to drop, but are still good. Looking forward to the fair movie event at Huntington. Discussion on fish species at Huntington.

Nathan reported Green River State is currently full with a BYU EFY group, but have otherwise slowed down a bit with the heat. All the new campsites are up and running, but the sewer station is still being worked on for the tiny homes. A glow ball golf tournament is coming up soon.

e. Trail's: The trails committee did not meet this month, but the Travel Management plan from the BLM is now open. Substantial comments are encouraged at this time. Discussion on how to go about submitting comments.

f. Grants: The coop grant has been submitted with help from Robin, Maria, and Julies, and looking forward to interviews at the end of the month. We're looking to use that to double our event marketing budget for next year.

g. Financials: Discussion on the TRT and TRCCA data/charts from the last month in comparison to past months and years. Numbers are slightly down but still up from Covid Era. Also working with Orangville to resolve an issue with TRT collection and be able to start utilizing those funds.

Adjourn - Thank you for coming!

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