

Travel Board Minutes

May 13, 2025

Attendance: Amanda Leonard, Terri Bennett, Kevin Butler, Belinda Peacock, AnnDee Mead, Danny VanWagoner, Lacey Hardman, Larry Johansen, Maria Sykes, Ren Hatt, Robin Hunt, Camie Bell

Conducting and Welcome: Chair **Danny Van Wagoner**

1. Approval of Minutes: April 2025. Motion to approve made by Terri, seconded by Lacey. **Motion passed.**

2. Discussion: May Volunteer of the Month. Award will be presented to Cindy Bowerman from Green River. She wasn't able to make it to the meeting but has been involved in Green River events for years and is an asset to the community. She will be formally presented with the award at a later date.

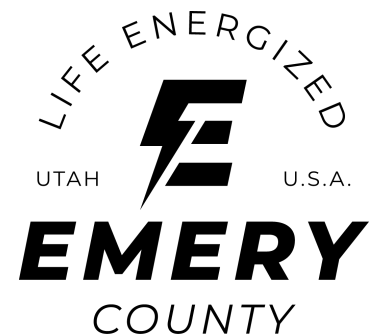
3. Discussion/Presentation: UTIA New TRT Legislation-Celina Sinclair. Presentation of new legislation and policy changes from the State of Utah and how they will affect TRT funds in Emery County. The presentation will be shared with the ECTB and can be distributed to anyone who wants to take a closer look.

4. Presentation: Go Travel-Chris Newton- presentation of the working relationship between Go Travel and Emery County over the last 12 months. ECTB has been working with Go Travel for 20 years now, they work with many counties and states to provide information and resources online that funnels direct travel information to the inboxes of to-be-visitors.

5. Discuss/Approve/Deny: Go Travel Marketing. Discussion on the service, possibilities of integrating it with the upcoming newsletter, and what the to-be-visitor receives through the website. Motion to approve made by Lacey, seconded by Terri. **Motion passed.**

6. Discuss/Approve/Deny: Video/Photography RFQ. After the discussion from last month we're ready to move forward on the idea of having the freedom to work with more than one person. In a drafted RFQ it is expressed that we could have somewhat of a lineup available to then select the photographer/videographer that will fit our needs for specific needs/projects. We will put a \$7500 limit on it for this year according to the draft, and we can use this pool of candidates to pull photographer/videographer for the next 3 years. This draft still also needs to go to the county attorney and commission. Motion made to approve the RFQ draft by Maria, seconded by Lacey. **Motion passed.**

7. Discuss/Approve/Deny: Eventeny Renewal. Robin reported the successes she's experienced the past year using Eventeny. Besides streamlining many aspects of the event planning process, it also provides



great feedback and analytics that event organizers can use for funding and marketing. More event organizers and municipalities are starting to use the program. Discussion on using it more in the future. This cost is \$2880 for the year, which currently already fits into the events budget. There is a service transaction charge on credit card charges. Motion made to renew the annual subscription made by Lacey, seconded by Ren. **Motion passed.**

8. Discuss/Approve/Deny: Green River Billboard production costs. The MOU with Green River City was approved in the past and now we need to find a design to have put up. The MOU states that Green River City gets the final say. Discussion on location and dates. Motion to approve made by Maria, seconded by Lacey. **Motion passed.**

9. Discussion: UOT Co-op Grant applications 2025. These applications are due by the end of June, grant proposals will be prepared for the next meeting for approval. Looking for input from the board on where they want to see these funds go. We've been asked to roll all expense "asks" into one encompassing final amount. Discussion on some different options for using these funds: salaries, data analysis/collection, event marketing, campaigning, etc. The timing is tricky to plan ahead with budget season being at a different time of year. We can work on a short term plan for this year and work on longer term projects in August as budget season approaches. Discussion on some of the larger marketing projects that would/would not apply to this grant, as well as using some funds to help local businesses, or supporting local outfitter/guide businesses.

10. Discuss Reports of the Following:

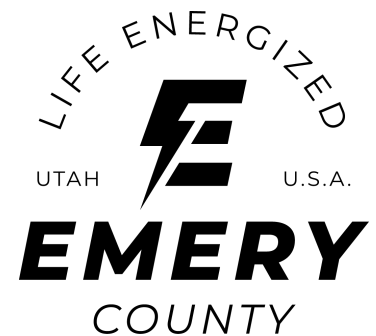
a. Event Coordinator: Amanda is following up with event organizers and preparing for upcoming events. Birds & Birdies is rescheduling, as well as Catfish on the Green which will be in October this year. Kevin updated the board on some of his work with advertising and marketing efforts online, they've been targeting nearby rural areas and he's been upping the different forms of social media.

The county fair preparations are continuing, Kevin is starting to work on the fair guide and schedule. The fair will be July 31-Aug 2.

Robin reported a successful Dirt Bike Rally with minimal hiccups and injuries for the nature of the event. They also got some great videos and photos. Looking for locations and businesses for next year's Energized Expedition on the west side of the county. Also gearing up for Melon Days.

b. Marketing: Presentation of billboard designs for Green River. Discussion on design preferences and some adjustments that could be made. The office is still working on a newsletter so share news, upcoming events, and opportunities with the community. Print materials associated with the rebrand are out in the community. Discussion on some ideas for campaigns.

c. Museums: Belinda reported a busy month with school tours and preparations for summer camps in



June and July. Numbers are up, at 424 which is close to last year and definitely up from winter. Discussion on the camps. They will also be bringing on Kaylee Morris as a summer seasonal. Camie will be helping them with some social media and marketing for their events.

Janet sent a report of the Glen Canyon exhibit up in the rotating gallery, they've had a busy April.

d. State Parks:

e. Trail's: The OHV-R grant was approved last week and it will be getting signed and put into action soon. They also got \$10,000 for the next two years to help pay for expenses. Les Thompson moved on to another job so the trails committee will be looking for someone to take his place as a machine operator. Terri, Josh, and Jim attended a trails conference last month where Terri received a prestigious award and learned about collaboration with other groups to accomplish goals.

The Trail Crew has been out doing work with the BLM and is now shifting toward the mountain and working with the FS. Les Wilberg reported in commission about the trails work going on.

f. Grants: We were able to close out the big grant from 2024 that bought the mini excavator. Starting a new grant for the \$10,000 for the next two years for the trails crew. Also getting ready for State of Utah co-op marketing grants. The trails grants applications were approved through commission and will be moving forward. Backcountry Horsemen and the Swell Retreat just finished up their 2024 trails grant projects. The Swell Retreat is working toward getting certified for NICA mtn bike competitions. The travel bureau has been able to wrap up a long and complicated process to purchase picnic tables for the FS. Discussion on eligibility for outdoor recreation grants and the possibility of moving forward with tax adjustments and applying for those grants.

g. Financials: Presentation of April's (March's) tourism tax numbers from the state website. Discussion on differences and state-wide trends, as well as using these indicators to fuel the focus of marketing efforts. Discussion on local municipalities that are/aren't collecting TRT.

h. Board Member: Ren shared that Green River was featured on Utah's Film Institute's website as Thunderbolts recently came out which was filmed in large part in Green River. Ren is going to be visiting Harvard University to speak on trying to secure rural funding in unrestricted measures, making applying for funding easier and more straightforward.

AnnDee mentioned setting up a meeting with Ferron and Green River mayors to check on the progress on their multi-purpose center projects.

Maria gave an update on the new billboard, as well as some new community incentives and media assets to be shared. They also have a new recipe book (plus) with a tourism aspect highlighting the area.

Reminder from Danny to watch for an email requiring an email vote regarding purchasing fans to exchange with the road dept for their used fans which will be used at the Castle Dale Arena.

Adjourn - Thank you for coming!