

Travel Board Minutes

June 10, 2025

Attendance: Danny VanWagoner, Maria Sykes, Ren Hatt, Keven Jensen, Larry Johansen, Terri Bennett, Amanda Leonard, Danielle Tuttle, Lacey Hardman, Travis Bacon, Kaylee Morris, Belinda Peacock, Kevin Butler, Nathan Martinez

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

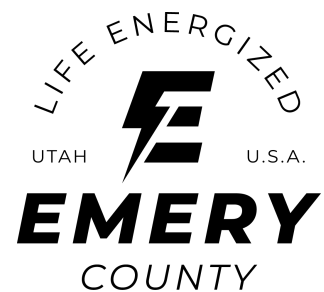
1. Approval of Minutes: May 2025. Motion to approve made by Terri, seconded by Keven. **Motion passed.**

2. Discussion: June Volunteer of the Month. Presentation of volunteer award to Danielle Tuttle and thanks for all of her hard work.

3. Discussion/Approve/Deny: Co-op Marketing Grant Application. This grant application is closing soon. After reviewing current spending with Amanda and Robin, the proposal brought to the board is to have a tiered application with the top tier for \$80,000 in event marketing. Some things that would be included in the match would be the billboards, Go Utah, Emery Telcom marketing, and RFQ photographers/videographers. Also working on a 3-5 year marketing plan which could be factored into the application match. AnnDee outlined a couple different options and price points for coordinating this plan creation with HUB. Discussion on how to construct a marketing plan and establishing clear priorities, as well as moving through those priority points with the board. Discussion on how to keep the plan flexible/long term, as well as what level of involvement by HUB would be needed or used best. Discussion on what the targets and specific needs of the marketing plan will be. Motion to apply for the grant with the amount of \$80,000 for event marketing, with a second tier of \$15,000 in creation of a marketing plan made by Ren seconded by Lacey. **Motion passed.**

4. Discussion/Approve/Deny: OHV-R Grant Application. The BLM is working with the IT department to get new maps ready, HUB is working on updating the design aspect. This grant could be used to fund some of these efforts. Ideally we can purchase the non-motorized in house and as a match, use the grant to purchase the motorized. The total for both maps would be \$12,000 (10,000 maps total). In the past, the BLM could pay for half of the maps. They have not committed to that so far so we should plan on spending that money and the grant would help. Motion to approve made by Keven, seconded by Larry. **Motion passed.**

5. Discuss/Approve/Deny: New TRT Collection Resolution. This is the conversation that was started last month after hearing from Selina. UAC wrote a template for the counties to use- this is that template in Emery County Form. The commissioners have looked at it but this is a chance for the board (as business owners) to see how the tax changes will affect local tourism tax, going from 4% to 4.25%. If we didn't



follow these guidelines, our EMS and Search and Rescue would be disqualified on applying for a new grant opportunity tailored for them. This is a state-wide change and opportunity, but it is designed for the rural areas and only really available to them. Motion to pass the resolution made by Danny, seconded by Ren. **Motion passed.**

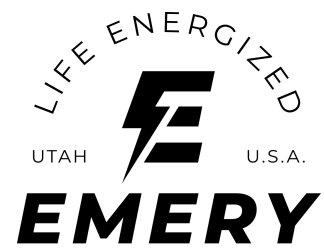
6. Discuss/Approve/Deny: Emery Town Visitor Information Sign. The town of Emery has been noticing some positive effects of tourism in their town. They have come in to ask for some small moves they could make to move forward and take a bit more advantage of their tourism efforts. They want to renew/revamp their welcome/information sign. A quote from Signedge that meets their needs would be \$545 not including installation. We could also help design this for them as it would serve as an information/welcome from the southern entrance to the county. Discussion on installation, location, and some other information projects they're working on implementing. Motion to spend up to \$1000 made by Larry, seconded by Lacey. **Motion passed.**

7. Discuss/Approve/Deny: Tourism Business Development Workshop: Agritourism & Astrotourism. The Utah Office of Tourism has created a free workshop in August to help inform and educate businesses that are interested in agrit/astrotourism. They're also creating toolkits and online resources for those interested. We're hoping to send a group of people to Cedar City for this, we would just need to pay for room as the conference is free. Motion to approve 6 overnight stays made by Lacey, seconded by Keven. **Motion passed**

8. Discuss/Approve/Deny: Tickets and rooms for Utah Tourism Conference. This is the yearly conference that has proven very valuable in the past. The conference is in Bryce Canyon this year. Tickets cost \$307 this year + \$110 per room per night. In the past we've sent 4 people, the sooner we can plan and buy tickets the better. Its very beneficial to have board members attend and get tourism information from the state. This conference will be Sept 30-Oct 3. So far Kaylee and Lacey are interested in attending. Motion made to approve up to 5 attendees made by Keven, seconded by Lacey, **Motion passed.**

9. Discussion: Event Center Updates/Special Project Fund Discussion. AnnDee, Keven, and Danny have met with Ferron and Green River recently to get updates on their upcoming projects. Updated plan shared with the board from Ren, as well as future plans included. These plans, including exercise equipment/areas and conference rooms, came about after conducting their feasibility study and include funds from public and private donors. The travel board hasn't made a decision on how much support they can offer yet. Once Green River has a plan that they are ready to present with an ask, then the board can review and respond accordingly.

Danny provided a summary of the Ferron project update. It will be in the same area as the one burned down and will include bleachers. They're hoping to have gathering spaces as well as some facilities to host events. They have obtained some designed



and engineering plans and are looking toward a final occupancy date of May 2026.

They have insurance from the burned down building and are going to the CIB for further support. Their original plans were much bigger but have scaled down to avoid a large amount of debt to the city. There will be a specific hog pen/stockshow area, the arena could potentially be used to host other kinds of events, and they have options for conference rooms.

10. Discussion: Marketing Plan. Discussion on taking some time after each travel board to allot a topic or two and use that time to plan out aspects of the marketing plan over the next few months. Discussion on mapping out these topics moving forward with next month and which ideas should be discussed first. Discussion on how to involve and use the travel board as a resource in creating this plan.

11. Discuss Reports of the Following:

a. Event Coordinator: Amanda brought some of the new swag for this year to show everyone. The fair guide and schedule will be ready in the next week. Once things are finalized, the fair will start to be heavily promoted. The Echos of the Past Challenge is starting soon. The best advertising last year came from people participating and posting about the challenge. Participants can visit the museums or go to emerycountychamber.com for information. Weekend Warriorz has changed hands and will be run by a different group this year. Amanda is finalizing some table tents and window stickers this week.

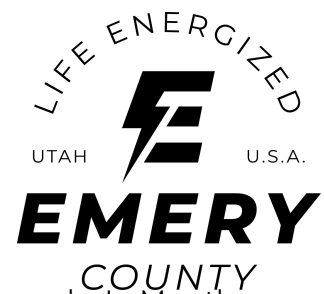
Kevin reported on some upcoming Green River events that he plans to help on. He has been creating and publishing marketing for events through June and starting in July. He's been busy preparing for Orangeville Days and the Fair. Discussion on the Ethan Winter Memorial Tournament as their schedule was changed to accommodate a large number of participants.

The Blue Sage Jr Rodeos have been going on this summer and growing. At least half of the families are coming from out of the area.

The solar impact on lodging is winding down but the Fossil Rock Mine will be bringing in a lot of people soon.

b. Marketing: The RFQ for photographers/videographers is out and being shared. We're hoping to have lots of applicants that we can pull from and work with over the next couple years. Local resources for this project would be ideal. Discussion on how to coordinate these efforts and the strength of the artists.

After approving Go Utah last month, AnnDee asked Chris to send a list of leads from 2022 till now which she broke down to see where the leads are coming from. This data is available to anyone who wants to take a closer look. We can use this to see if there's a particular state where we might want to be targeting. We don't have a lot of international interest which is expected. We can also break apart each year and look for trends that way.



c. Museums: Belinda has archeology camp coming up next week. In May the museum saw 375 people which is pretty good for them. Things are moving and doing well.

d. State Parks: Nathan reported a slow season at Green River with the heat. They'll start to plan more activities and tournaments once it cools down a bit. They received a grant to build up another disc golf course that they'll be able to start working on soon.

e. Trail's: We were awarded the OHV-R grant to fund the trail crew and some of their equipment. Around that same time, Les Thompson moved on to a new job and will be replaced by Jeff Thomas and Don Bennett. Having three crew members will lend a lot more flexibility in scheduling and planning projects. Don has been very involved with the trails committee and he and Jeff both have a lot of experience operating equipment. The BLM is working on a development plan for the Wedge Overlook Area. This is a project to enhance the experience of The Wedge as well as protect the area and the resources there. This will be going out for public scoping soon and they will be hosting an open house. This should be a good proactive project to manage the high visitation rates in that area. An upgrade to the Joe's Valley Campground is another that should be starting soon.

A grant in conjunction with the Forrest Service is being completed to upgrade some recreation areas with picnic tables and some other resources.

f. Grants: A grant in conjunction with the Forrest Service is being completed to upgrade some recreation areas with picnic tables and some other resources.

Other grant information and updates as previously discussed early in the meeting.

g. Financials: Presentation of monthly tourism tax income for our area from the State. Discussion on the types of people visiting and how that affects these numbers.

h. Board Member: Maria reported that the Destination Green River billboard should be going up soon by Love's and the website will be finalized soon.

Green River City also recently approved billboard designs and those will also be going up soon.

Adjourn - Thank you for coming!