



Heber Valley Tourism and CEO Board
Meeting Agenda – June 9, 2025 – 3:30 pm

1. Welcome

Erik Rowland

Mark Nelson

Corbin Gordon

Scott Phillips

Eric Smith

- a. Mark Nelson, Board Chairman
- b. Approval of Minutes from May 12, 2025 Minutes – Will approve May Minutes in next meeting
Motion:
Second:

2. Review Financials

- a. Review of Finances and Check Detail – Jessica B
\$15,000 to PC Chamber for Economic Summit. HVTED feels this was a well attended event. maybe to many keynote speakers. Information however was quality information. Lessons to be learned from Grand Hyatt perspective (ex. valet) The intention is to make Grand Hyatt the home for the Economic Summit since it is right between us and PC .
\$28,000 to Wasatch Property Maintenance for parking lot
The office got a bid for \$25,000 and ended up spending \$ 28,000 due to having to bring more material into level.
Everything else is looking good as staying on budget for the year.
Motion: Erik Rowland
Second: Corbin
Approved 5-0

3. Tourism Update

- a. Tourism Indicators – Emailed
Transient room tax was down for March. We saw a decrease in occupancy rates. There were a lot of factors that affected the ski season this year and we are seeing Park City having the same reports. We were down 2% down. A travel trans report says that more people are going to be looking at more trips closer to home. More road trips that are about 4-6 hours from home. We will be marketing to Saint George with “come to cooler” weather.
Summer is looking good.
- b. PR Update – Jessica T

Some of the team are going to Irvine, California for a first-time in-market activation dinner event. Using key data, we determined the Irvine, CA area is a good place to connect with media for a PR initiative. Special invitations will be extended to select journalists, some social media and content creators, and some Meeting Planners and Travel Agents. The evening will be a special invite-only dinner focused on pitching Heber Valley, UT as an ideal winter destination market for the 2025-2026 season. Park City, UOT, and Ski Utah have done similar PR in-market activations and pitching and it has worked well for them.

c. Heritage Days next Steps

What can we do or take from our events to help create this event? We will not be doing a Cowboy Poetry 2.0 but are interested in bringing some of those elements to this event. This will be more of a fall 2026 event (2nd half of September). We need to define what we think it should be. Do we augment Fair Days? Do we cross promote with Fair Days? How will people recognize it as something different? Team will create a packet/slide show for board approval to present to other entities.

4. Director Reports

a. Economic Development

i. Rural County Grant – CEO Board Changes

Our HVTED Board is not structured how the CEO board should be. They do not want elected officials on the board. We will have to openly post the positions, Agenda's need to be on the state's public notice website. CEO does need to meet regularly. The mission of the CEO is to advise the county council on the rural county grant.

ii. Current RCG Funds

We have some planned expenditures. We have matched the contributions for Heber City and Midway City. We have 275,000, 200,000 needs to be spent for the rural grant. \$75,000 can be spent for us. We can use it for business things. \$50,000 to Heber City Victus Study. Suggesting we use them to do some of the small business micro funds for local businesses. Example, help with equipment, facilities, create jobs, increase economic growth. State requires us to say what we are spending it for before we can apply for another grant. We hold some of the funds for small business pitch.

Ideas for future Years

b. Landscaping Bid – Parking Lot Costs – Using Reserves or Current budget

The landscaping bid came in at \$20,418. The 12 Gabions would create a barrier between us and the vacant property and would prevent people from ruining out brand new pavement. Planters in the front and back will be torn out and made to look better. This does not include the trees. Would the board be amenable to us using some reserved funds to pay for this service right now? The gabions are about \$900 each.

Painting for decking came in from Chamber Member \$4,200 (This we have already found a way to pay for)

5. Board Reports (If needed):

- a. Scott Phillips - Heber City Update
- b. Corbin Gordon - Update
- c. Spencer Coleman – Chamber Update
- d. Lisa Orme – Midway City Update

- e. Erik Rowland – Wasatch County Update
- f. Mark Nelson – Wasatch County Update
- g. Eric Smith -TAB Report

6. 2025 Meeting Schedule - Second, Monday at 3:30

- a. July Canceled,
- b. August 11, September 8, October 13, November 10, December 8

Motion to close: Scott

Second: Erik Rowland

Approved

Recurring Zoom Meeting Monthly:

<https://us02web.zoom.us/j/85144749908?pwd=Tzg3czcyWUJjMGV4ank3S2JmaFk0Zz09>

Meeting ID: 851 4474 9908 Passcode: 424456