

Travel Board Minutes

July 8, 2025 3:30pm

Attendance: Amanda Leonard, Terri Bennett, AnnDee Mead, Danny VanWagoner, Kaylee Morris, Kevin Butler, Larry Johansen, Keven Jensen, Camie Bell, Kasey Morris, Troy Winter, Cresta Winter, Robin Hunt, Lacy Hardman, Travis Bacon, Janet Smoak, Ren Hatt, Nathan Martinez,

Excused: Maria Sykes

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

1. Approval of Minutes: June 2025, motion to approve made by Larry, seconded by Kevin. **Motion passed.**

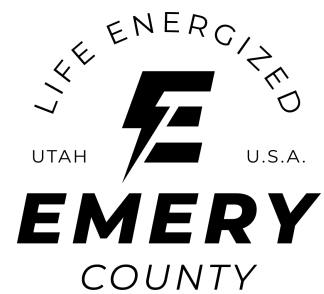
2. Discussion: July Volunteer of the Month presentation to Kevin Butler who has served the community in many capacities and continues to work closely with local municipalities and county events.

3. Presentation: Ethan Winter Memorial Soccer Tournament. Presentation from Troy and Cresta Winter on the recent event held in the county, the success they've experienced, and the growth they look forward to in years to come.

4. Discussion/Approve/Deny: Decker Technology Renewal. This is the contract we started using last year. A couple municipalities have used it briefly, when the travel board first got on board last year we were able to get some good information from it but haven't used it a lot since. It has given a good idea of what vacation rentals are in the area. Discussion on whether or not the investment is worth occasional use. Most of the same information is available in other places. Motion to deny made by Keven, seconded by Larry. **Motion passed.**

5. Discussion: Review Marketing Asset RFQ submissions. All board members have access to submissions from photographers/videographers. Discussion on "ask" priorities for what the board wants from these contracts. These contracts give the board the ability to pull from a variety of people/styles for media assets over the next three years.

6. Discussion: Future Marketing Plan: Mission Statement. Review first draft of mission statement, discussion on possible changes and priorities that need to be part of the statement, as well as fine tuning some verbiage and getting ideas out. Discussion on how to keep the message focused on the locals and supporting them and their lifestyle/culture, while also keeping in mind the reality that tourism and destination marketing are what makes those incomes possible. Discussion on including mitigation and stewardship of the land/area. Developing a solid mission statement and plan will help guide decisions for the board as well as provide justification for grant applications and monetary decisions. We will continue to discuss and share ideas via email.



7. Discuss Reports of the Following:

a. Event Coordinator: Amanda reported a lot of work being done on the fair. Kevin has done great marketing work, fliers and fair guides will be entering the community soon. There is still a week to register to be a vendor. You can register at emerycountychamber.com for all registration including the parade and other activities. There will be over 100 activities throughout the fair. The Weekend Warriorz tournament will be this weekend and will be packed. The Melon Day's Softball Tournament registration will be opening soon. Table tents are done and here and ready to be taken to businesses.

Robin is launching a new event, Firearm Fireworks, this weekend. It will be fairly small this year as they want to get a feel for how it plays out, and then hopefully expand next year. There are some visitors coming and will still have a pretty good sized group.

b. Marketing: Green River City approved billboard designs and those were sent out to Sign Edge. Hoping for a quick installation. Last month was co-op marketing season. Commission approved the request to apply for the event money and marketing plan money- wordage was changed to marketing research and implementation which will lend some wiggle room for working with the marketing agency vs completing projects in-house. We've been working on and ordering some new stickers for the boxes around the community that are used to store and display visitor materials.

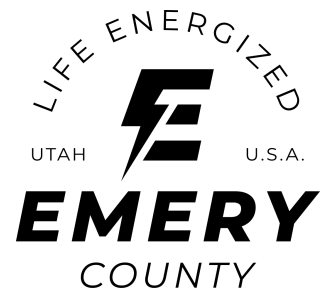
c. Museums: Janet reported a slower June with the hot weather. They had a little over 1000 visitors which is a bit less than last year. They have ongoing summer activities programs for kids which usually brings in around 20 kids. They also hosted a corn-husk doll workshop and are looking forward to The Friendship Crew Celebration in August, and the River Runner's Hall of Fame Festival in October.

Belinda reported the finishing of the summer archeology camp which was successful. The geology camp is next week, they'll have about 20 kids and it should be a lot of fun. Visitation was up this last month compared to last year with 478 visitors. They've got some new marketing strategies going on, including a revival of social media.

d. State Parks: Nathan also reported a slow month due to the heat. They have a glow ball event coming up to support the high school cheer team, and are looking forward to cooler weather and more events.

Larry brought news from the Huntington State park having finished their irrigation system. A new full time employee was hired. They did experience a tragedy over the 4th of July weekend.

e. Trail's: Terri reported the Trails Crew being postponed on some projects up Ferron Mtn, they do have some projects planned up Horse Canyon and Trail Canyon that will coordinate with Richfield crews as well as the Backcountry



Horsemen.

They have officially welcomed two new machine operators to work on the trails crew. Commission supported the recent application to work on updating maps. The maps are being worked on and will be getting them out as soon as possible. They will be available digitally soon. Scoping for the Wedge project is going well and they were able to get some good public input. The dinosaur quarry project was postponed till Fall, they will remain open for the Summer. The county was denied a grant to redo the road to the quarry- discussion on the different numbers and aspects going into the grant and project makeup.

f. Grants: In regards to the trails committee, the OHV-R grant asked for a bit more funding this year to be able to keep projects and trails crew efforts covered. Our administered grants are in progress and being worked on.

g. Financials: Presentation of monthly county and city TRT/TRCCA tax collection. Discussion on some new municipalities beginning to collect this resource and working toward opening opportunities. Discussion of numbers from the state and possible changes coming to our area.

h. Board Member: Larry shared the upcoming Search & Rescue fundraiser Lamb Fry.

Adjourn - Thank you for coming!