

Travel Board Minutes

Attendance: Ren Hatt, Cathy Gardner, Janet Smoak, Candice Cravins, Tifnie Hansen, Amanda Leonard, AnnDee Mead, Belina Peacock, Danny VanWagoner, Lacy Hardman, Larry Johansen, Keven Jensen, Camie Bell

Conducting and Welcome: Danny VanWagoner

1. Discuss/Approval/Deny of Minutes: October 2025. Motion to approve made by Larry, seconded by Lacy. **Motion passed**

2. Discussion: November Volunteer of the Month. This month's recipient is Julie Janus. She is a driving force behind the Joe's Valley Fest and Climbing Coalition. She puts in a lot of time and effort being an advocate, coordinator, and tie between the climbing community and the local community.

3. Ratify: MOU Emery County and Ferron City regarding TRT Funds for Ferron City Agriculture Center rebuild. This is the agreement between the county and Ferron city setting aside funds for their upcoming project. This was sent out as an MUO over email and ratified through commission. The agreement now needs to be ratified through the travel board. Motion to ratify made by Larry, seconded by Lacy. **Ratification passed.**

4. Discuss Reports of the Following:

a. Event Coordinator: Amanda reported having fliers ready for the grant workshop coming up in January. She's ordered rings and fliers made for December basketball tournaments. They are finalizing hoodies for Millsite on Ice, she has the certificates ready from the state and everything should be ready to go. If it doesn't freeze there will be backup plans to still hold the tournament. Catfish on the Green went well, they were able to raise a couple thousand dollars to support youth sports in Green River. She and Kevin Butler have been discussing his contract, and they'll also be working on their year report and next year's event calendar.

AnnDee reported on Robin's behalf on Outlaw Days, as well as the Energized Expedition for this year which has been expanded to include the west side of the county.

b. Marketing: The new Emery Kiosk signs are here and will be getting installed soon. The new maps have been delayed with the government shutdown but the design work has all been completed and paid for. AnnDee has had some calls with PlacerAI to start gathering data and fix some specifications. They have had great customer service, and we are looking forward to using Outlaw Days to gather some new data and see how the system works. She has also been working on the Marketing Plan and attached a resident sentiment survey to today's email so that board members can look through it and see if they need to adjust the marketing plan. She's also been working on a visitor survey to start circulating, and will work on creating a year end report for the board and the community.

c. Museums: Janet reported on a busy October. They had a little over 1900 people come through. 82% of those visitors were from out of state including 41 visitors from out of the country. They held their Hall of Fame event in October and saw about 500 people over 2 days. The funds organization raised \$16,000 for the museum for the event including the event sponsorship from the Travel Bureau.

Belinda reported on the museum's halloween event which was a success. They joined up with the One Direction Coalition and saw a great turnout. Their numbers were up to 1027, thanks in part to the event. They had over 60 visitors from out of state, so it's exciting to see out of state visitation increase. They're getting ready for another wire wrapping night, and they are gearing up to be a part of the mammoth tour with the new Utah Hockey team. They've been invited to attend a game and set up a table with a presentation about mammoths.

d. State Parks: Tifnie and the state parks crew were happy and grateful to attend the museum's Halloween event and trunk or treat with One Direction. Looking forward to working with Amanda and the county on the fishing tournament. Millsite water levels are at 39% and Huntington is back up around 78%. They will be removing the docks at Huntington this next week and visitors are slowing down for the year.

e. Trail's: The trails meeting this month was sparse thanks to the government shutdown. The trails crew went out in October but the location they went to work on had been washed out and they couldn't get access. The Swell Retreat and Nica came to the Trails Committee in September looking for some support, and the trails crew has been able to go out and help with some work. The Swell Retreat is working to get the course ready by January to get on the NICA schedule for the year. The Emery Track that was built with their grant was completed.

f. Grants: The office has been working to get everything closed out for the year. The trails crew '23-'24 grant has been finalized. We should see that payment soon, and we have been working on finalizing the UOT Coop Marking grant for 2025. As soon as we get the maps printed we'll be able to close that grant out, and the requisitions for the trails crew equipment will be purchased and finalized in January

g. Financials: AnnDee reported working on and finishing all financials for the year and working on budget changes for next year's budget. EMS reached out recently to get funds of \$25,000 transferred and we were able to get that completed. AnnDee went to their meeting on Monday and explained how these funds get here and work. They also discussed what the travel bureau can do and different ways they could potentially obtain other funds. We've been closing out as many other things as we could.

Presentation of TRT/TRCCA incomes for the past months. We are running slightly below where we have been in months previous. Similar data can be found on the Utah Office of Tourism website. Discussion on factors that come into play this time of year. Compared to last year, these income tax numbers are trending up.

AnnDee attended a budget meeting with the commissioners and clerk/auditors office where it was determined that a surplus amount of \$100,000 would be left in the special projects fund with the remainder being left in surplus. This could be available next year in case any small projects came up that would be an appropriate use for it. AnnDee has communicated with most of the cities that if they want to bring a proposal to the board in 2026 it can be considered for the budget in 2027.

h. Board Member

There are openings on the board and we are actively looking for some new members on the travel board, trails committee, and museum board.

Adjourn - Thank you for coming!