



MINUTES

Emery County Travel Bureau
May 6, 2015 11:00am
JWP Museum/Conference Room
Green River, Utah

ATTENDANCE:

Members: Tina Carter, Travis Bacon, Joshua Rowley via cell phone, Jonathon Hunt, Lamar Guymon, Penney Riches

Guests: Mark H. Williams

Conducting and Welcome: Vice Chairman Lamar Guymon

1. **Approval of Minutes: April 1st:** No quorum so minutes will be carried over to the meeting in June.
2. **Discussion of Financial Report: Tina Carter:** Our advertising grant funds is at zero and we have close to \$9,000 left in the restaurant tax funds. Brenda in the Clerk/Auditor's office said if we want to move funds around to re-open the grant cycle we would have to have a public hearing. We were awarded \$13,500 for the State Park App's from the State. We would have to match these funds. TRT was down in April.
3. **Discuss/Approve/Deny KJZZ Lodging and Meal:** Jonathon motioned to approve the lodging and meals for KJZZ with a second from Penney.
 - a) Ray's Tavern-Dinner
 - b) River Terrace- Lodging
4. **Discuss/ Approve/ Deny Continuing to Pursue the State Park App's Grant:** Tabled
5. **Update/Discuss/Approve/Deny Grant Amount For This Year:** Tabled
6. **Discuss/Approve/Deny Utah Tourism Industry Association Dues:** We owe \$300. Penney motioned to approve the Utah Tourism Industry Association dues with a second from Jonathon.
7. **Discuss/Approve/Deny UADMO Dues:** To be part of this organization we had to attend 1 of 5 shows and staff the one we attended. This year the shows aren't really relevant and too far away. Tabled
8. **Discuss/Approve/Deny Marketing Bags:** These bags are given out at the events we attend so that the people that attend have information for our area. Lamar suggests we get bigger bags. The last time we ordered bags we spent \$5,000. It was also suggested to look at brighter colors. Tina will get back to us on prices for the bags. We can do an email vote if the bags are needed before June.
9. **Discussion County Event Planner:** This was suggested to relieve some of the cost between the Travel Bureau and Economic Development. Lamar said these two groups already have plenty to do without the added stress of event planning so this position would need to be a new hire. The board was in agreement about needing an event planner for the County.
10. **Discuss/Approve/Deny Marketing Company RFP:** Tina and Keith have been discussing hiring a marketing company. The company would have to be approved once and then we would pay them. Travis motioned to approve the marketing company RFP with a second from Penney.
11. **Discussion/Approve/Deny Tourism Conference Attendance at Bryce Canyon for Staff and/or Board Members, Business Owners:** Registration prior to July 1st is \$175 per person and \$199 after July 1st. We will pay the registration for the first three businesses that would like to go. The conference is October 6th through the 8th. A room at Ruby River is \$89 and the BC Grand is \$129. The cost for a room for board and staff members will covered by their per diem. Travis motions to approve with a second from Jonathon.
12. **Presentation/Discuss Quartzite Show:** In the past we have had someone from our area travel to Quartzite to staff the show. There have been several people visit our area based upon the information they received at the Quartzite show. In 2014 we spent just over \$3,000 for staffing the show. We need to bid the show out again to get interest in staffing the show this coming year.

13. Discussion How Do We Get Visitors to Spend Money Here: We could give out free passes to the pool or the museum. Customer service goes a long way to making visitors feel welcome.

14. Discussion and Possible Recommendation of the Following:

a) Film Related Projects: Film Commission is going to walk us through getting set up. Ken Ely is going to help with the shooting of the videos. They need the contact information of those who they need to contact for permits.

b) State Parks: June 9th is the opening of the Goblin Valley Bike Trail. They will be renting out bikes so you can ride the trail if you don't have a bike of your own. This year in April Millsite has made \$6,000 versus last years \$2,000. People are going to State Parks and avoiding larger tourist destinations like Moab. Governor Hinkins gave State Parks 5 million dollars for Dead Horse Point to redo the existing campgrounds. Slack lines are up in Huntington State Park. They are thinking of adding Disc Golf to the Millsite Golf Course since the Green River Golf Course has done really well since adding it.

c) Trail's Committee: Getting more help from the BLM and the Forest Service. There has been more interest in promoting activity instead of restricting it. Working with us really well on the Saucer Basin project. Using Bulls bottom and Junes bottom for the bike festival. Talked about putting in a bike trail from Green River to Horse Bench Reservoir. There is an OHV trail there that follows the river but it isn't fit for a mountain bike. Motorized and Non-Motorized app is now available through the QR codes we have.

d) Potluck: They have been discussing the Roger Brooks visit and branding.

e) EC Chamber: Keith and Tina will be speaking at the chamber meeting.

f) Museums: JWP is having the artist exhibit. The 15th is the River Runners Hall of Fame dinner.

h) Expos and Events:

i) Rourism: Huntington's Rourism board needs a little help but other than that the Rourism program is going well.

15. Discussion of Old Business: None

16. Discussion of New Business: None

17. Adjourn