

MINUTES
Emery County Travel Bureau
August 5, 2015 11:00am
Courthouse
Castle Dale, Utah



ATTENDANCE:

Members: Tina Carter, Travis Bacon, Josh Rowley, Jonathon Hunt, Lamar Guymon, Jordan Leonard, Keith Brady, Jim Fauver, Chelsea Guymon

Guests: Kris Abegglen

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: July 1st:** A motion was made by Lamar with a second from Travis. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** TRT overall is up from last year but is down for the month of June. Restaurant Tax is up and just under double from what it was last month. Green River Resort Tax is also up.
3. **Discuss/Approve/Deny Grant Funding:**
 - a) Jordan left Millsite for the County and Kris Abegglen is the new Golf Pro. The Utah Book of Golf goes out to all Golf Courses and is also handed out to all golfers who are signed up for the UGA Handicap Card. Kris has been able to get a full page ad for the Millsite Golf Course in the Utah Book of Golf. This ad costs \$1,200. He has also got ads in several newspapers in the state including a quarter page ad in the Provo Herald for a month including online advertising. This will cost \$ 1,716. An 1/8 of a page ad in the Richfield Reaper for two weeks for \$831.20. An 1/8 of a page ad in the Grand Junction Colorado newspaper for four weeks for \$1,260. Millsite is already participating in the UGA Handicap Card Promo Special. This reaches over 20,000 UGA Members. This book also has a list of Golf Courses participating in this special for free. Kris would like to look into utilizing the backside of the I-70 bulletin boards for advertising the Millsite and the Green River Golf Courses. The total cost of these projects not including the billboard project would be \$5,178. He has quotes to confirm these numbers. He plans on giving receipts and a summary of his projects. Lamar motions to approve the full cost with a second from Josh. **Approved**
4. **Update/Approve/Deny Discount Cards:** Keith has quotes based on 5-10,000 cards from several companies. Plastic Printers for 5,000 cards would be \$1,758 and 10,000 cards would be \$2,905. Plastic Resource for 5,000 cards would be \$1,450. Plastic Resource did not give a quote for 10,000 cards. Telepac for 5,000 cards would be 1,394.23 and 10,000 cards would be \$2,590.85. Factory Mart for 5,000 cards would be \$875.59 and 10,000 cards would be \$1,452.97. Factory Marts prices are about half of what the companies quoted us. Jim motions to move forward with the cards with a second from Travis. In the agreement we send out the card companies we need to write in a stipulation for us to see an example for quality of work. The cards would be good for two years. The college would be a good place to distribute the cards. Each end of the county would need about 10,000 cards for distribution. We need to start looking into discounts local companies have to offer so that they can be included on the card. Only those companies who show interest in participating in the discount card program will be featured on the card. At this time no motion is needed.
5. **Update/Discuss Budget 2016:** The rough estimate of the proposed budget is \$340,000. We need to be conservative with our numbers so we can roll over what funds may be leftover. If we have leftover funds that get rolled over, that is where we would pull from for larger projects. We need to have our numbers firm by September for Commission approval. With the discussion of the budget, a job description needs to be written up for Tina Carter.
6. **Discuss/Approve/Deny Purchase of VisitGoblinValley.com URL:** Ratification of purchase of VisitGoblinValley.com URL. Roger Brooks suggested we use Goblin Valley as our anchor to get visitors. The purchase was about \$12. Jim motions to ratify with a second from Lamar.
7. **Discussion Roger Brooks:** Roger Brooks Branding Meeting is scheduled for Monday for the Castle-Valley Group. The new Roger Brooks calls which only involve Emery County have been much more productive than they have been in the past. We will continue following Roger's steps as we move forward with planning. Marketing/Branding Meeting will start in September one hour before regularly scheduled Travel Meetings. Green River has a quote for their " Best of "guide.
8. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** None. We need to decide who to involve with these projects as we move forward.
 - b) **State Parks:** Emery County is presenting at the Rural Summit in Cedar City. There are two triathlons in July. Crandall Canyon Memorial Run went really well. There will be an event at all State Parks honoring the Veterans on August 15th.
 - c) **Trail's Committee:** Huntington Trail system is moving along. Green River Trails applied for a grant to help with their trail projects. The Trail's Committee will give them a letter of their support for this grant.

- d) **Potluck:** They are focusing on Roger Brooks.
- e) **EC Chamber:** None.
- f) **Museums:** San Rafael Museum's Children's Corner is now open.
- g) **Expos & Events:** Bike Festival is in September. We are signed up for Go West Travel Show for next year. Travel/Trade shows would be better shows for us to participate in. Salt Lake Show is one of the better consumer shows we participate in. Motion by Josh to book the Salt Lake ISE Show with a second by Lamar. We need to only have our materials available at the Travel Shows.
- h) **Rourism Program:** Already discussed in previous line items.

9. **Discussion of Old Business:** Commission Meeting talked about contributing \$25,000 from the Travel Bureau to the Miners Memorial. They are also thinking of getting another Miners Memorial site.

10. **Discussion of New Business:** None.

11. **Adjourn** – Thank you for coming!