

MINUTES
Emery County Travel Bureau
September 2, 2015 11:00am
JWP Museum/ Downstairs Conf. Room
Green River, Utah



ATTENDANCE:

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

Guests: Maria Sykes, Chris Lezama, Brian Brooks

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: August 5th:** A motion was made by Jim with a second from Travis. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** TRT has continued to stay up. We're up about \$20,000 from last year. TRCC is up about \$6,000 from last year. Green River's Resort Tax is also up from last year.
3. **Discuss/Approve/Deny Discount Cards:** We'll probably go with Factory Mart to print our Discount Cards. The examples they sent us of their work turned out really well. The merchants who want to be involved with the discount cards will need to sign a merchant agreement.
4. **Update/Discuss Budget 2016:** The Committee decided to increase the wage line item. Add a 29 hour per week Event Coordinator with wage and benefits. Increased advertising, grant support, and infrastructure funds. Lamar motions to accept the budget as formulated and to support Keith at the budget hearing with a second from Travis.
5. **Discuss/Approve/Deny Forwarding RFP for Creative Firm to County Attorney:** The County Attorney wants to make sure the County is protected from any disagreements or conflicts that any merchants may have so we have created an RFP that all merchants will sign that will protect us later on. Motion by Lamar to accept the RFP with a second from Travis.
6. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** None
 - b) **State Parks:** Be sure to like their Facebook pages. Huntington is getting electric hook-ups for their campgrounds. The water in the lake is getting low so launching a boat out of Huntington will be difficult. The ATV Jamboree will be held at Millsite in two weeks. State Parks is still looking for a Ranger.
 - c) **Trail's Committee:** Still working on the Des Bee Dove Trail. Huntington Trail is moving forward. The Bike Festival is coming up. Working on approval for the Goodwater Rim Trail. Green River Trail's grant was tabled until the next meeting. They needed more information concerning the applications.
 - d) **Potluck:** The Potluck group has been doing a lot of work with branding.
 - e) **EC Chamber:** There will be a lunch and learn in two weeks.
 - f) **Museums:** They are cataloging the Pioneer History Museum. John Wesley Powell children's camps went well this summer. John Wesley Powell Museum could use two more board members. The John Wesley Powell Museum won an award for their Green River exhibit and it will be on display at the Rio in Salt Lake. The Rio will also be screening the Green River video.
 - g) **Expos & Events:** Tina has been approved to go to Go West in Alaska and we will be participating in the Salt Lake ISE show. Mark H. suggested that if we don't have a booth a Quartzite that we look in to advertising in their local newspapers and other advertising outlets. There were concerns about losing interest and visitors from not attending Quartzite. There was also a concern on being able to track Quartzite's ROI. It was suggested that we look into more Travel/Trade shows and bus tours. We need to look in to sending brochures with someone to pass out while they're in Quartzite and then find a way to track our return.
 - h) **Rourism Program:** Discussed in previous line items.
7. **Discussion of Old Business:** None.
8. **Discussion of New Business:** There was a conference call with the Byway's Committee. They would like to do a logo on the billboards and need additional funding for the project. They will release an RFP for logo design. The signs are getting finalized so we need to commit. Lamar motions that we expend up to \$1,000 for the Byway logo. Josh seconds the motion. We will be having our Travel Meeting on October 14th. The Bryce Canyon Conference is the following week. We could possibly partner with Ryan Murray to do a secret shopper program around the county. It would cost about \$1,000. They will be looking for curb appeal and customer service and friendliness of staff. Lamar motions for us to look further into the secret shopper and to expend up to \$1,000 with a second from Travis.
9. **Adjourn** – Thank you for coming!