

MINUTES
Emery County Travel Bureau
October 14, 2015 11:00am
EC Administration Building/Canyon Conf. Room
Castle Dale, Utah



ATTENDANCE:

Members: Tina Carter, Travis Bacon, Jonathan Hunt, Lamar Guymon, Jordan Leonard, Keith Brady, Chelsea Guymon, Stacey Conover

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: September 2nd:** A motion was made by Jordan with a second from Travis. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** TRT is doing well and is up about \$35,000. TRCC is also up. Green River's Resort Tax is up from last year.
3. **Update/Approve/Deny 2016 Budget:** There are a few things on the new budget that will need to be reworked but other than that the budget hearing went well. If we want to move excess funds it's best to do it now instead of later. The money could be put in the capital projects funds. Lamar motions for Keith and Tina to discuss the budget and make changes where needed with a second from Travis. **APPROVED**
4. **Discuss/Approve/Developing an Action Plan:** Come up with a plan for towns to apply for a matching grant. We will need rules for the different projects that the capital funds could be used for. We need to get our brand information in place to move forward.
5. **Update on RFP for Creative Firm:** Holding off on RFP until we know what UOT is doing. The RFP has already been approved through commission.
6. **Update on Discount Cards:** Waiting for the County Attorney's approval on disclaimer on the discount cards. Since the cards won't be here in time some other merchandise incentive to give out was discussed. Some of the ideas that were discussed were water bottles, t-shirts, or the small bags with draw string closure. It is preferable to spend under \$500. A room discount and State Park admission discount was discussed. Possibly a getaway package giveaway. We could have a giveaway for both ends of the county.
7. **Discuss/Approve Marketing Grant Program 2016:** It was discussed to have either an all year cycle for grants or a spring and fall cycle. It was suggested that the guidelines to qualify for the grant needs to be tightened. We need to involve more businesses to bring revenue to the county and our local businesses. Stacey said that she puts up welcome signs at her restaurant for different events and it draws in quite a bit of business. The board decided on a year long grant cycle. Those applying for the grant will present before the minutes are approved so we can hear the grants and then dismiss the applicants before moving on with the meeting.
8. **Discuss/Approve/Deny Economic Development Incentives:** A possible incentive program for existing tourism based businesses was discussed. Possibly help match money given by Economic Development with a set of rules of how the money can be used. This will compliment the Economic Development's Incentive program. Lamar motions to continue to research and develop a program to assist Economic Development's Incentive program with a second from Stacey.
9. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** Working on an app through the State Commission to help make the application process easier.
 - b) **State Parks:**
 - c) **Trail's Committee:** Meeting in Green River for Trails in 2 weeks. Other trails projects are moving forward.
 - d) **Potluck:** Discussed "Best of" brochure. Hoping to hear back from UOT about brand/logo by Friday. Working on website development.
 - e) **EC Chamber:** Ribbon cutting for the new owner of the Beehive Home in Elmo. There will be a Lunch and Learn in Green River in November.
 - f) **Museums:** San Rafael needs to move the Pioneer museum exhibits out of the old city office building. Johns Wesley Powell is doing some preservation on their exhibits.
 - g) **Expos & Events:** There is a bouldering event coming up.
 - h) **Rourism Program:** Discussed in previous line items.
10. **Discussion of Old Business:** None.
11. **Discussion of New Business:** None
12. **Adjourn** – Thank you for coming!