

**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, Jordan Leonard, Keith Brady, Chelsea Guymon, Stacey Conover, Penney Riches & Josh Rowley

**Excused:** Jim Fauver & Lamar Guymon

**Guests:** Patsy Stoddard

**Conducting and Welcome:** Chairman Keith Brady

1. **Approval of Minutes: September 2nd:** A motion was made by Travis with a second from Jonathan. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** TRT is up overall and has surpassed 2014's numbers. TRCC is also up overall.
3. **Update/Discuss/Approve Action Plan Ideas:** Commissioner Migliori requested an action plan from the Travel Bureau on how they plan to use the reserve funds this coming year. Josh suggested that we utilize more creative agencies. Keith talked to the Board about the 1/3 and 2/3 criteria that is set up for our funds. 2/3 must be used on marketing where 1/3 can be used on whatever we like but is currently tied up with other things. There is a job description prepared for the event coordinator that needs to be changed into an RFP and released. Outdoor kiosks could be put in busier areas such as libraries and museums. Wayfinding is another area we could use our reserved funds on. The board discussed Outlaw cutouts for each community since our area has the history behind the Outlaws. The cutouts could be used for picture spots. Picture spots have become very popular with tourists to show that they were there. Selfie spots are also popular for social media picture sharing. We could involve local businesses in a photo contest where the winner could get a percentage off something. The photo contest could utilize social media sites such as FaceBook and Instagram. Keith discussed advertising in airline magazines or semi-local magazines and newspapers to reach a larger tourism audience.
4. **Update/Approve/Deny Economic Development Incentives:** Stacey suggested that we have "image based" written into the incentive contract. The portion of the money that comes from the Travel Bureau could be used on interior or exterior updates. The \$5,000 that would come from Economic Development and Travel Bureau could go to the exterior and the matching \$5,000 could go towards the interior of the applicants business. Landscaping would be included as exterior updating. We could possibly invite business owners to one of our meetings to let them know about this program. We could give the businesses that have participated in the incentive program a sticker to show that the Travel Bureau helped with the updating and beautifying of their business. Have a list of local businesses where the improvement supplies can be purchased.
5. **Discuss/Approve/Deny Mission Statement:** Tina will share this on Google Docs for future editing and comments.
6. **Discuss/Approve/Deny Letter of Support for Goblin Valley-International Dark Sky Park Designation:** They need the letter of support by January. Motion by Travis to write letter in support of Goblin Valley becoming a Dark Sky Park with a second from Penney.
7. **Update, Discussion on Possible Recommendation of the Following:**
  - a) **Film Related Projects:** Mimi with the Regional Film Commission spoke to Tina about filming for the "Black Lung" movie. Some of the filming might take place up Hiawatha.
  - b) **State Parks:** Hook ups for electricity at the Huntington State park are complete. The entrance fee will have a small increase to \$25. James Wells is leaving Goblin Valley so there is a job opening at Goblin Valley.
  - c) **Trail's Committee:** They have been approved to put in another application for the remaining asphalt.
  - d) **Potluck:**
  - e) **EC Chamber:** There was a Chamber Meeting December 8th. Todd Thorne with the AOG presented at November's Lunch and Learn and it was really good.
  - f) **Museums:** San Rafael Museum participated in the Bouldering Festival. There will be preservation class at JWP.
  - g) **Expos & Events:** Gather ideas for event coordinator
  - h) **Online & Print Projects:**
  - i) **Rourism Program:** Roger's week long assessment has been scheduled for April. Roger will assess our Action Plan to help put the important items first and help us complete our other plans.
8. **Discuss/Approve/Deny Dates for Next Years Meetings:** Motion by Josh to approve next years meeting dates with a second from Stacey.
9. **Discussion of Old Business:** None
10. **Discussion of New Business:** The outside of Huntington as your driving to Price is old and faded. The Board agrees that it needs a new wrap for either advertising or a farewell of some sort.
11. **Adjourn** – Thank you for coming!