

MINUTES
Emery County Travel Bureau
February 3, 2016 11:00am
EC Administration Building
Canyon Conf. Room
Castle Dale, Utah



Board Members: Jonathan Hunt, Lamar Guymon, Penney Riches, Jordan Leonard, Travis Bacon, Josh Rowley, Keith via phone
Staff: Tina Carter, Chelsea Guymon
Visitors: Steve Barton, Vicki Thomas, Cory Cloward, Shannon Hiat, Red Oelerich, Leon DeFriez

Conducting and Welcome: Vice Chairman Lamar Guymon

1. **Approval of Minutes: January 6th:** A motion was made by Travis with a second from Jonathan. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** So far we are doing good. Hopefully next months numbers are better. We are down a little from 2015 but we are up from 2014.
3. **Discuss/Approve Election of Officers for 2016:** Motion by Travis to re-elect Keith Brady as the Chairman with a second from Jonathan. Travis motioned to re-elect Lamar Guymon as Vice Chairman with a second from Penney.
4. **Discuss/Approve/Deny Grant Funding for the Following:**
 - a) **MECCA:** Steve Barton: MECCA has turned in all of the required paperwork. If the required paperwork isn't turned then they are not eligible for the next loan cycle. There will be two bike festivals, one in the Fall and one in the Spring. The Spring Festival is held in Green River and the Fall Festival will be held out at the Wedge. Last year they spent \$4,000 on jackets/shirts and water bottles that were provided to each rider and member. MECCA utilized local companies to make the shirts and jackets. They spent almost \$5,000 on meals. There were roughly 60 registered riders for the Fall festival and 70 registered riders for the Spring festival. These numbers don't take into account the family members that come with the riders. Travis motioned to approve the funding for the full amount of \$7,000 with a second from Jonathan.
 - b) **Millsite Ladies Golf League:** Vicki Thomas: The Ladies Golf League would like to purchase cinch bags for each of the 60 members of the league and will put their logo and our logo on the bag. They will utilize local vendors to do the logos on the bags. They would also like to purchase golf balls with their logo on them and will give the balls to the people out working on the green. They would like to redo the flags at the course and put their logo on them also. Jordan suggested putting local sponsors on the flags for some free advertising. The Ladies golf league is asking for \$600. Travis motions to approve their funding and to increase the funding to \$800. Jonathan seconds the motion.
 - c) **Cowboy's Memorial Rodeo:** Cory Cloward: The High School Rodeo has picked up the Cowboy Memorial Rodeo as a fundraising event but will be two separate events. They will use the money they raise to go towards buckles, scholarships for graduating seniors, and State Championship funding. The money will also go towards any families who go to the National Championship. Last year there were 4 kids and their families who went to Nationals. They will be working in conjunction with the Castle Valley Pageant this year and would like for families to have a weekend experience here. They think the Cowboy Memorial Rodeo will be well attended this year since there are no other rodeos in the State planned for that weekend thus far. Motion by Jonathan to approve the full amount of \$1,500 with a second from Travis.
 - d) **Emery County Search and Rescue: San Rafael Classic Triathlon:** They have turned in their report but we are still waiting on invoices. They are asking for \$3,500. Last year there were over 100 participants from around the world and bring their families. Penney made the motion to approve the funding pending they get their invoices in. Travis seconds the motion.
 - e) **Emery County Aquatic Center:** Shannon Hiat: They run ads in the paper and also do radio ads which reach Carbon County. They have a map to mark where visitors are coming from and they are getting visitors from all around the world. The boulderers visit quite often and really enjoy the area. There were 20 different States represented on the map just for Summer Swim. Shannon would like to get a permanent aluminum sign made to have placed at Food Ranch. He's already talked to Drew and he's ok with sign since the boulderers come through Food Ranch quite frequently. Just from showers alone the pool gets \$3,000. Jonathan motioned to approve the full funding of \$2,500 pending the return of invoices from last year. Jordan seconds the motion.
5. **Discuss/Approve/Deny Marketing Funds for the Following:**
 - a) **Go-Utah:**
 - b) **Outdoor Utah Adventure Guide:** Visitation to Utah's State Parks is up more than 20%. Utah was voted the #1 place to visit in the world on the Go List for 2016. There is a new bill before the legislation called HB52 which is asking for \$5,000,000 for recreation infrastructure on a matching grant basis. This is a one time non-lapsing grant. Outdoor Utah owns 304,000 household names. A lot of Utah's tourism is coming from California. The State budgets \$70,000 for postage for the mailing of magazines for Outdoor Utah. Outdoor Utah covers the entire State and doesn't focus on one particular area. Last year we were able to be on the cover of the magazine. The magazine usually puts an emphasis on a particular activity each year and rotate year to year which activity that focus is on. This year the cost of shipping is lower since they switched printers so they are estimating an additional 5,000 magazines to

be sent out. Last year we did a whole page ad and if we are able to do that again this year the magazine will give us additional added value advertising space. They will also give us an added value space on their website for advertising. They are asking for \$6,400 again this year. Red agreed to throw in design work and to allow us to work with their free lance artist until we are satisfied with what they come up with. Penney motioned to approve market funding to Outdoor Utah of \$6,400 with a second from Travis.

6. Update, Discussion on Possible Recommendation of the Following:

- a) **Film Related Projects:** Jordan, Ray, and Tina are going to be working together as Emery County's Film Commission. Jordan will be the point of contact, Ray will help with scouting the area and permitting, and Tina will be helping with lodging, guides for the area, and catering.
- b) **State Parks:** Meeting with BOR next week. There will be a team triathlon on July 29th. They are thinking of activities that they can do in the Fall. The water line is to be very low so there will be no boats. Construction at Millsite will begin July 1st and the spillway will be ready by next Spring. With all of the work that is being done at Millsite they have thought of putting in a loop to connect the State Park with the Golf Course. To do this they will need to put in a bridge.
- c) **Trail's Committee:** The committee approved to help Huntington City purchase a street sweeper that will be shared with all of the communities. Commission approved funding for The Old Spanish Trail project. Green River is working on a Landscape Art and History walking trail.
- d) **Potluck:** Still working on branding. They are interviewing creative agencies. Green River City allocated \$37,000 to the Potluck Group to use.
- e) **EC Chamber:** The Lunch and Learn in March will have a presentation on BOSI which helps you with your management style.
- f) **Museums:** None.
- g) **Expos & Events:** Go West is at the end of February. Tina was able to narrow down tour guides to meet with to 97 and was then cross matched with guides and outfitters with similar interests. She will be giving out thumb-drives with our information on them and will have them tailored to meet several different interests.
- h) **Online & Print Projects:** None.
- i) **Rourism Program:** Our assessment date with Roger Brooks has been secured. Through the Cafeteria Program we are able to get some extra time with Roger, a professional photographer, a photo package that includes our choice to shoot in 2-3 areas, and we will also be able to hire a local photographer so we can get more personalized photos and videos. We will get to specify which areas they photograph in. The event planner RFP will be in the paper for the next two weeks.

7. Discuss/Approve/Deny Old Business:

- a) **Action Plan:** Still getting comments.
- b) **Business Revitalize Incentives:** Still working on application.
- c) **Mission Statement:** Still open for comments.
- d) **Event Coordinator:** RFP is out.
- e) **Bylaw Recommendations:** There have been a few comments.
- f) **Billboard at Huntington Reservoir:** Seeking input as to what we would like to see on the billboard.

8. Discussion of New Business:

9. Adjourn – Thank you for coming!