

MINUTES
Emery County Travel Bureau
April 6, 2016 11:00am
Canyon Conference Room
Castle Dale, Utah



Board Members: Lamar Guymon, Jordan Leonard, Travis Bacon via cell phone, Josh Rowley, Keith Brady, Stacey Conover
Staff: Chelsea Guymon, Tina Carter
Visitors: Patsy Stoddard, Gaylene Condor, Dennis Worwood

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: March 2nd:** A motion was made by Lamar with a second from Jordan. **APPROVED**
2. **Discuss/Approve/Deny Grant Funding for the Following:**
 - a) **Mammoth Marathons:** They have asked for \$3,500 for the past 5 years. They have continued to grow yearly and bring in several people from out of the area and other countries. Motion by Lamar to approve full funding with a second from Jordan.
 - b) **SEU Jr Livestock Show:** Asking \$3,500. Last year they had 311 participants and 206 of them were from out of the area. They are open to the whole State and advertise the hotels we have in our area. Several of the participants like to stay at the State Park and they have partnered with the golf course to hold a golf tournament. If they have the help they need they could do desert tours. They use Facebook to advertise and interact with attendants. Motion by Jordan to approve full funding with a second from Stacey.
 - c) **Farm Bureau:** Asking \$1,600 for a billboard. Our logo will be featured on his Farm Bureau sign. Motion by Lamar to approve full funding and that they use a logo that has been approved by us with a second from Jordan. There was a discussion on the application process and what businesses can apply.
 - d) **Kris's Pro Shop:** Asking \$3,500. He advertises in PGA books and with flyers. He markets outside of the County to get more participants. He would like to put the Travel Bureau logo and the Millsite logo on his golf balls so he can give a mixed box of promotional golf balls. This money will help to cover two events. Motion by Stacey to approve full funding with a second from Josh.
 - e) **Millsite Golf Course:** Asking \$3,414. He has a full page ad in the Utah Book of Golf, and an ad in the Richfield Reaper that runs for three weeks. He also has an ad in the Daily Sentinel out of Grand Junction. Millsite is run through the city and the golf pro is a contracted employee through the city. Motion by Josh to approve full funding with a second from Lamar.
 - f) **4-H Working Ranch Horse:** Asking \$2,500. Last year was their first year participating in our grant cycle. With their rodeo being held in Castle Dale a lot of money is spent in our County. There was a discussion about the lack of boarding being available for their horses and how that impacts their stay. We need to talk to who owns the barn at the rodeo grounds about the lack of boarding and the problem that potentially poses. Right now a lot of them are either boarding in Price and drive over for the event or they only come for the day. Motion by Jordan to approve full funding with a second from Stacey.
 - g) **San Rafael ATV Rentals:** Asking \$750 to help build a website. The board wanted more specifics on what he uses to advertise and who, if anyone is building his website. He has a Facebook page and is in the process of buying and securing his website domain. Motion to approve funding of \$375 by Josh with a second from Stacey.
 - h) **Huntington Aviation:** Asking \$3,500. He has several events planned already. Motion by Lamar to approve full funding with a second from Josh.
 - i) **City of Green River:** Asking \$3,500 for Melon Days advertising. Motion by Lamar to approve full funding with a second from Stacey.
 - j) **Tamarisk Restaurant:** Asking \$3,500 for advertising. Motion to approve full funding by Stacey with a second from Lamar.
 - k) **Skyfall Guestrooms:** Asking \$2,600 for National and International advertising and also website building. Motion by Lamar to approve full funding with a second from Stacey. After some discussion later on in the meeting about how the grants are matched Josh requested to have his funding amount cut in half to \$1,300. Lamar amended the motion to approve funding of \$1,300 with a second from Keith.
 - l) **Joe's Valley Fest:** Asking for \$3,500 for t-shirts and other advertising outlets. Motion by Lamar to approve full funding with a second from Stacey. The board would like to see their receipts from last year.
3. **Discuss/Approve/Deny Main Street Incentives Program:** The board reviewed and discussed the Main Street Incentives Program rules and guidelines before moving forward with the Incentives Program applicants. The Board wanted to focus on the businesses that pay TRCC and TRT. After reviewing the guidelines Lamar motioned to table the application for the Melon Vine. The board had a problem with moving forward if an applicant was left out due to being a grocery store. After more discussion on the taxes fueling this grant and the businesses that benefit from it, Lamar motioned to strike grocery stores and sporting good stores from the eligibility to apply list with a second from Stacey.
 - a) **Melon Vine Food Store:** Right now this business doesn't meet the criteria stated in the application. Motion by Stacey to deny funding with a second from Josh.

- b) **Country Time Rentals:** They will be renting rafts and other recreational equipment. Right now this business doesn't meet the criteria stated in the application but can apply again at a later time when his business has a timeline and other costs broke down for the board to review. Stacey motions to deny funding with a second from Lamar.
 - c) **Skyfall Guestrooms:** Asking for \$5,000 to install a new marquee sign and other exterior improvements. Motion by Travis to approve funding with a second from Lamar.
4. **Discuss/Approve/Deny Marketing Funds for the Following:**
- a) **Certified Folders:** Certified Folders distributes our marketing materials to Grand Junction and we are on the waiting list to expand our materials to Moab, which will cost is an extra \$100. We pay for six months of distribution and six months are free. Lamar motions to approve funding for Grand Junction and wants to see a breakdown of expenses for expanding our distribution area. Jordan seconds the motion.
5. **Discuss/Approve/Deny Emery County Rodeo Funding:** The rodeo has had difficulties making money which puts them in a hole financially. Keith discussed possibly awarding them up to \$10,000 if they need it at the end of the rodeo to help them break even and cover the deficits they have. Jake had discussed helping the rodeo with its financial deficits with Tina previously so Tina will talk to him some more about this. Jordan said he would support the \$10,000 if they would be willing to come and present to the board what their plan is. The board discussed alcohol sales and how the rodeo could benefit from it. There are people in the community who have a problem with alcohol being sold around kids. Motion by Josh to table with a second from Jordan.
6. **Discuss/Approve/Deny Recommendation of Event Coordinator:** All applications were reviewed and after discussion the board chose their top three applicants for recommendation to the Commissioners. Lamar made the motion that Amanda Leonard be the first consideration, second, Cynthia Draper, and third, Holly Jorgenson. The board would like to have interviews with the top three and then give their recommendation to the Commissioners. Stacey seconds the motion.
7. **Discuss/Approve/Deny Recommendation General Plan Revision:** The County is revising their General Management Plan and Ray with Public Lands has asked the Travel Bureau to review the Travel/Tourism section to see if there are any changes that need to be made. The board reviewed the plan and all agreed that it looked good as written. Josh motioned to approve the General Management Plan with a second from Jordan.
8. **Discussion of Financial Report: Tina Carter:** We are down \$4,800 from last year and is also reflected in our TRCC which is down \$2,600. Green River's TRT is also down \$1,047.
9. **Update, Discussion on Possible Recommendation of the Following:**
- a) **Film Related Projects:** Jordan has a conference call coming up about film projects.
 - b) **State Parks:** Goblin Valley is doing really well and their projected numbers also look very good.
 - c) **Trail's Committee:** Everything is moving forward. We will be getting some assistance from the Recreation Specialist with Saucer Basin. Still waiting for BOR approval to finish the pavement on Huntington's Trail system.
 - d) **Potluck:** The creative agency that they chose is coming to Green River.
 - e) **EC Chamber:** There was a Chamber Banquet at Miller's Landing where Fatty's received an award.
 - f) **Museums:** None.
 - g) **Expos & Events:** The Sportsman's Expo went really well. They marketed the Super Six and Green River's Best Of's brochure. Jordan and Lamar are attending the Gear and Adventure Expo to hopefully make some business contacts.
 - h) **Online & Print Projects:** The proof for our new Adventure Guide came and we were able to look through it and make a few changes. The proof for Green River's Discount Cards was approved.
 - i) **Rourism Program:** Roger Brook's will be here at the end of April.
10. **Discuss/Approve/Deny Old Business:**
- a) **Action Plan:** None.
 - b) **Mission Statement:** None.
 - c) **Bylaw Recommendations:** None.
 - d) **Creative Firm RFP:** Approved to advertise for a creative agency.
 - e) **Business Revitalize Incentives:** None.
 - f) **Billboard at Huntington Reservoir:** None.
11. **Discussion of New Business:**
12. **Adjourn:** Thank you for coming!