

MINUTES
Emery County Travel Bureau
July 6, 2016 11:00am
JWP Museum/Dinosaur Conf. Room
Green River, Utah



Board Members: Lamar Guymon, Jordan Leonard, Travis Bacon, Joshua Rowley

Staff: Chelsea Guymon, Tina Carter

Visitors: Pat Brady, Bryan Brooks, Maria Sykes

Conducting and Welcome: Vice Chairman Lamar Guymon

1. **Approval of Minutes: June 8th:** A motion was made by Jordan with a second from Travis. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** Our TRT is still up from what it was last year. The Restaurant Tax is also up from last year. Green River's TRT is up for the year but is down for the month.
3. **Discussion of Funding by Mayor Pat Brady:** Mayor Pat Brady presented to the board Green River's proposal of getting a convention center in the future since the centers they have been using in the past for events are almost meeting their capacity. The Rocket Event, which is a worldwide event, had about 600 attendees this year and has been steadily growing by about 200 attendants per year. The Rocket event has been going on for about 10 years. When Green River researched the cost of a convention center they found that it could cost anywhere from 3-5 million dollars for a 1,500 person capacity facility. They haven't talked to the CIB yet about if they would be willing to help with funding. They plan on asking the CIB for a loan to cover some of the cost as well as a grant to help cover the other portion. Green River would like for the Travel Board to help cover their loan payment. Tina talked about infrastructure funds and how they are divided up.
4. **Discuss/Approve/Deny Tourism Incentives Program:**
 - a) **Gordon's Nursery and Floral:** Gordon's Garden Café would like to add an outdoor garden path with tables and chairs to expand their seating area and improve the appearance of their outdoor façade. Motion by Travis to approve funding with a second from Josh.
5. **Discuss/Approve/Deny Summer Sidewalk Jamboree Advertising Funds:** The County's Business Chamber is putting on a Jamboree to coincide with the Castle Valley Pageant. They are asking for \$300 to help with advertising. We will have a booth at the jamboree. Travis motions to approve funding with a second from Josh.
6. **Discuss/Approve/Deny O'Ville Outdoor Museum Printing Funds:** This is an outdoor museum in Cleveland. He would like to have a small brochure made to help bring attention to his place. He doesn't charge a fee for people to come and visit. Josh suggested that we look at where it would be funded from and that we have him get us a quote for what it would cost to print his brochures.
Travis motions that we approve funding of up to \$300 for printing costs with a second from Josh.
7. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** Jordan and Tina sat in on a conference call where it was discussed that a company looking to do a film in an area where there is no vegetation. We could take advantage of this opportunity since we have several areas that would work for this type of film. This company would like some pictures to go along with our profile so they can see examples of some of our sites.
 - b) **State Parks:** Their numbers are up. Green River State Park had 60 participants in their Disc Golf tournament.
 - c) **Trail's Committee:** Green River's Trail Committee had a good meeting. They said that the Tusher trail most likely won't be happening because of the issues that have arisen with SUWA. Moab's BLM Office has been really helpful and has proposed a new trail that seems very doable. All studies could be done by September of this year for this proposed trail. This proposed trail is easily accessible and wouldn't involve any wilderness studies so the project would move quickly. Lamar talked about Black Dragon Trail and how Green River could capitalize off of it. They are still working on developing trails on Monument Hill. They have almost reached an agreement with Union Pacific regarding access. They also discussed the development of the new nine. Tina said they should look into the Outdoor Recreation Grant since it deals with trails and other recreational outlets.
 - d) **Business Groups:** None.
 - e) **Museums:** John Wesley Powell has art from a local artist being featured in the gallery.
 - f) **Expos & Events:** The Sidewalk Jamboree will be at the end of July. Planning for Melon Day's is moving forward.
 - g) **Creative Firm:** The Creative Firm was approved in Commission meeting.
 - h) **Rourism Program:** None.

i) **Event Coordinator:** Jordan suggested that we be sure that we are happy with the work the Event Coordinator is doing moving forward. Huntington's Heritage Day's had more attendance than the County's Fair.

8. Update/Approve/Deny Possible Recommendations of the Following:

a) **Action Plan:** Still moving forward.

9. Discussion of Old Business: Travis asked about the progress of Castle Dale City's Information Center. Jordan reported that the Economic Development Board was able to help the City with some funding to hopefully get it finished.

10. Discussion of New Business: Keith got our event videos back from ETV 10 and they are now on our YouTube Channel. Travis talked about possibly bringing in some affordable concerts to Green River and Castle Dale for entertainment during events.

11. Adjourn- Thank you for coming!