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

Board Members: Lamar Guymon, Jordan Leonard, Travis Bacon, Joshua Rowley, Keith Brady, Jonathan Hunt
Staff: Chelsea Guymon, Tina Carter
Visitors: Bryan Brooks, Holly Jorgenson

Conducting and Welcome: Chairman Keith Brady

1. Approval of Minutes: July 6th: A motion was made by Travis with a second from Lamar. APPROVED

2. Discussion of Financial Report: Tina Carter: TRT & TRCC are looking good and are up overall. Green River’s TRT is also up $7,700 overall.

3. Discussion of Tourism Advisory Board Protocol: There was a discussion on the Board’s role and how they are only an Advisory Board to the Commission and need to remember to act as such. The new grant fund approval process is: Step one- Receive grant application; step two- Staff Members review; step three- Travel Board recommendation; step four- Commission approval. Moving forward all applicants will be notified of the process and how grant funds are not approved until they go through Commission meeting for final approved.

4. Discussion of Green River’s “Our Town” Project: Green River was granted $50,000 for town beautification through the “Our Town” grant. This grant will fund four different town projects. The first two projects will take place this fall and will be completed by the end of this year and the other two will begin in the spring of 2017 and will be complete by June of 2017. The first project is called “Reinhabitation” and will be collaboration with the University of Utah’s College of Architecture and Design. Erin Carraher, one of their professors is an acting architect and has visited Green River along with some of her students to get to know the area. Erin would like to also collaborate with the local High School on the projects they have planned. She would like to also bring the High School students to Salt Lake to expose them to the college and some of the projects they have there. The second project they have planned is called “Green River Lights”. Lisa Ward, who will be an artist on the project, was a fellow at Epicenter last year so she knows the area. They will be working on creating or refurbishing signage to go along Broadway. Many of the signs that are currently lining this road are dilapidated or empty. There is an artist who makes neon signs who will be working with them. They would like to unveil the new signs in December to coincide with the annual Lights Parade that is held in Green River. The first project that will be held in the spring will be a Rock and Mineral Festival. This project is proposed by Lisa Ward and Allison Jean Cole is a professional in lapidary. This will be a look at the area’s natural landscape and stone features. They would like to do this festival event in spring during the down season. They would like to do rock tours and have workshops where they will have professional geologists to identify rocks and minerals. The last project is a Hyggeostatic Bat Roost which has been proposed by Megan Ervin and Jason Dillworth. There is bat colony currently residing in the old men’s ware store. They would like to construct a new roosting structure so when the old existing building falls down, there will be a new roosting space for the bats. They would like to install cameras in the new roosting structure so people can view the bats without disturbing them. They would also like to have a listening station so people can hear the bats. They would also like to have workshops where they will show people how to build their own bat houses. The site for the permanent roosting structure is still undecided since they aren’t sure if the community would want a bat house in town. The proposed structure will be raised off the ground so a wagon can pass under it to collect the bat guano so the structure and its surrounding area remain clean and hygienic. All of these projects include the main street and town revitalization so Green River would like to involve the Travel Bureau as much as possible with funding and marketing. Tina talked about the $15,000 in infrastructure that Green River is granted each year and how that money would be a perfect use for these projects. Green River needs to match the $50,000 they have received for the Our Town grant.

5. Discuss/Approve/Deny Marketing Funding:
   a) Dirt Wheels Magazine (Story, Best Riding in UT San Rafael Swell)-$1,435: A third page story that will be featured in the November issue. Motion by Travis to approve funding of up to $2,695 to get a full page ad, and to allow partners to buy in at $250 a piece. Lamar seconds the motion.

   b) ETV 10-Hunting & Fishing Guide: ETV 10 has an audience of 3,500 that spreads across multiple Counties. They are producing a Hunting & Fishing Guide that connects fisherman to the State Parks and connect hunters to Castle Valley Outdoors Lodge. A full page ad will $250, a half page ad will be $150, and a quarter of a page ad will be $100. A motion by Lamar to approve $250 for a full page ad that allows businesses to buy in if interested. Travis seconds the motion.

6. Discuss/Approve/Deny Possible Recommendations for Triathlon Video: Dustin Carlson who has completed video work for us in the past, would like $750 for a video he put together for the San Rafael Classic Triathlon which was held a few weeks ago. Keith suggested that we counter his proposal with $300 for 30 and 60 second videos. Jonathan motions to make a similar deal with Dustin like we have with ETV 10 for video work with a second from Stacey.

7. Update/Approve/Deny Possible Recommendations of the Following:
   a) Film Related Projects: Jordan participates in their monthly conference calls. We need to take pictures and GPS tag the areas where we have no vegetation so we can have that information available for this group.
b) **State Parks:** There were two triathlons that passed through our County that went really well. The relay that was held was a two day event and they had 60 teams of 12. On the 13th there will be a Military Appreciation Day where all military members will get free entrance to the park as well as free rentals of paddleboards. They are having a Fishing Tournament in September. They are going to have paddleboard races during Peach Days and they are hoping to have more participation this year. Goblin Valley received their Dark Sky Designation.

c) **Trail’s Committee:** The Forest Service talked about bouldering and helping to maintain the trails going to bouldering sites. We are still waiting to hear from BOR on our application. Green River Trail’s didn’t receive the funding they needed so they will be applying for the State Park’s RTP funds in February.

d) **Groups:** The Chamber is going to come up with a way to help market the businesses that are members of the Business Chamber. The Sidewalk Jamboree is August 5-6. There will be a concert for Jay Frandsen who passed away.

e) **Museums:** There’s a new Ocean Exhibit at the San Rafael Museum. There is a new artist being featured in the gallery at John Wesley Powell.

f) **Expos & Events:** The Outdoor Gear Manufacturing Expo is going on and Jordan sent his wife to gather some information. Jordan is planning on attending a Tech Expo in the Fall.

g) **Roger’s Assessment:** We have received Roger’s assessment so now we just need to create an action plan.

h) **Creative Firm:** There have been a few conference calls with HUB on the progress they have made with Green River. Currently Green River City has a contract and the County is also planning to sign into a contract with HUB. Green River doesn’t have all the funding needed to fulfill their contract. They received some funding from Green River City and need the rest of the funding to pay HUB. HUB is willing to work with us financially as we move forward with our contracts. The County is working with HUB to create a single contract. The Commission approved $90,000 for the Creative Firm.

i) **Tourism Program:** The Tourism Conference is being held September 27-29. Merlin and Melody Weber with The Nielsen House are participating in the Scholarship that is offered through the Tourism Office for our local businesses to attend the Tourism Conference.

j) **Event Coordinator:** Holly had a few ideas for new events that could take place during our County’s down time. One of the events that she is hoping to do is the Hope Festival for suicide survivors and their families that would take place in the spring of 2017. She has started putting a Fair Committee together for next year’s fair. During Peach Days this year there will be a special Vietnam Era Veteran’s recognition ceremony.

8. **Discussion of Old Business:** None.

9. **Discussion of New Business:** It was suggested that the KFJ-C store in Cleveland could possibly be used as an information center. There was a discussion on bringing a hotel into the West side of the County. Through BEAR we could do a feasibility study to see how a hotel would do on this end of the County.

10. **Adjourn-** Thank you for coming!