

MINUTES
Emery County Travel Bureau
September 7, 2016 11:00am
JWP River History Museum
Green River, Utah



ATTENDANCE:

Board Members: Travis Bacon, Jonathan Hunt, Jordan Leonard, Keith Brady, Penney Riches, Lamar Guymon, Stacey Conover

Staff: Tina Carter, Chelsea Guymon

Guests: Brian Brooks

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: August 3rd:** A motion was made by Jordan with a second from Lamar. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** TRT and TRCC are both down slightly but are up overall. Green River is also reflecting down but their numbers are also up overall. Our finances are looking good for the remainder of the year.
3. **Discuss/Approve/Deny Possible Recommendations for Western Travel Bureau Board of Director Position:** Jim Fauver resigned from the board a couple months ago. Two applications have been received for the board to review and choose from to fill the empty position. The applicants are Danny Van Wagoner with San Rafael Bed and Breakfast, and Peggy Anderson with Cox Lodging. Stacey let the board know that she sold her restaurant, so depending on the County's guidelines concerning our board members we may also need to fill Stacey's seat. Tina stated that the majority of the board members must collect TRT. The board discussed tabling the current open position until the County's regulations could be reviewed. Penney motioned to table with a second from Travis.
4. **Discuss/Approve/Deny Possible Recommendations for Tourism Incentive Program:**
 - a. **Nielsen House:** Merlin and Melody Weber returned a completed application and they collect TRT. The board had some concerns about them being listed as an Airbnb since they could decide to not be a lodging property and to have the home be their primary residence instead. They are doing really well and have great customer service and are very accommodating for their guests. The amount they are asking for was unclear so the board would also like to know the exact amount they are asking for. The board discussed having the County Attorney write up an agreement where it stipulates that the property must remain a lodging property for up to three years after funding has been released. Lamar motions to approve the grant under the stipulation that they remain in business as a lodging property for at least three years after funding is released and that they must continue to collect TRT. Jonathan seconds the motion.
 - b. **Castle Valley Outdoors:** Tabled.
5. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** Jordan wasn't able to participate in their last conference call but will be on the next one. They are focusing on our area so we need to be sure to work with them and keep communication going.
 - b) **State Parks:** They are having a fishing tournament on September 24th at Millsite. They are still taking registrations for the tournament. The Goblin Ultra is coming up. Huntington State Park is up about 26% and Millsite is up about 35%. Goblin Valley is up almost \$200,000. Goblin Valley also received their Dark Sky Designation and will be having a celebration on October 1st.
 - c) **Trail's Committee:** Still working on the Huntington Trail and getting trail designation for Goodwater. Green River is still waiting on their EA. We have been working on making single day ride maps for several of our trails and they will encompass all recreation outlets.
 - d) **Business Groups:** The Chamber Lunch and Learn will be September 21st at noon and they will be focusing on the History of Bouldering at Joe's Valley and how our towns can capitalize off of them. Green River has been handing out their discount cards. The West Side just needs to get their cards printed now that the application period has closed.
 - e) **Museums:** The Ocean Exhibit at the San Rafael Museum is now open and they will be having a ribbon cutting. The John Wesley Powell Museum will be having a raffle to raise money for the museum and they will be combining with Moab for the River Rendezvous Event. They also have a new collections committee.
 - f) **Expos:** Funding for Go-West has been approved. Tina asked the board if they would still like to participate in the Sportsman's Expo in Salt Lake. Lamar felt that the Sportsman's Expo in Salt Lake is still a good expo to participate in since we are there face to face. Lamar motions for us to attend the Sportsman's Expo with a second from Jonathan.
 - g) **Events:** The Fall Mountain Bike Festival will be held at the Wedge on September 23rd. The Bouldering Festival will be October 6-9th. Wings and Wheel's will be held at the Huntington Airport September 22-25th. Peach Day's and Melon Day's are also coming up. Tina told the board that we need to be conscience of the insurance needed for these events.
 - h) **Roger's Rourism Program:** Talked about on line item "I".
 - i) **HUB:** Tina and Jordan will be talking with Roger and HUB about Roger's assessment of our County and then HUB will move forward. Green River had a meeting with HUB before our Travel meeting about content for Green River. Lamar said

we need to be sure to back all of our decisions and to not talk badly about our decisions in public because that can come back on us in a negative way.

- j) **Event Coordinator:** Holly resigned so we have released a new RFP to fill the Event Coordinator position. We need to write up a job description for the event coordinator so there is no confusion of what their duties are.
- 6. **Discussion of Old Business:** Travis briefly spoke about the Epicenter's "Our Town" project and how we should look for ways to help them with funding. Epicenter still needs \$20,000.
- 7. **Discussion of New Business:**
- 8. **Adjourn** – Thank you for coming!