

MINUTES
Emery County Travel Bureau
November 2, 2016 11:00am
JWP Museum-Dinosaur Conf Room
Green River, Utah



ATTENDANCE:

Board Members: Travis Bacon, Jonathan Hunt, Jordan Leonard, Lamar Guymon, Keith Brady, Josh Rowley

Staff: Tina Carter, Chelsea Guymon

Excused: Penney Riches

Guests: Brian Brooks, Cody Draper

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: October 4th:** A motion was made by Jordan with a second from Lamar. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** TRT is still up and TRCC is down a little bit but up overall for the year. Green River's TRT is at \$74,000.
3. **Discussion of 2017 Budget:** The budget was re-submitted through Commission so hopefully we'll be able to do a lot of the projects that we have planned for the upcoming year. Funding for signage and kiosks will be coming out of the capital projects fund. There was a discussion on funding for Green River's "Our Town" Grant. Lamar motioned to approve funding of \$6,500 and to make up the difference in 2017 if the funding can be found with a second from Travis. This motion will be ratified in December's Travel Bureau Board Meeting.
4. **Discuss/Approve/Deny Utah.com:** Cody went over what package we have been using this past year and how much traffic our sites saw. Cody suggested that in the future we have a more intensive collaboration to nail down what our ads look like. Our articles have had a huge impact on page traffic and have been shared quite a bit on social media. This year's campaign will be about \$1,300 more than last year but we will be getting more coverage and there will be a co-op buy in available for our businesses who would like to participate. The cost for the new campaign will be \$26,850 and half of the cost will be matched by the State so we will only be responsible for paying a little over \$13,000. In January there will be a new cafeteria program that we could participate in.
5. **Discuss/Approve/Deny Recommendations of Event Planner Proposals:** The Board interviewed Bailey Thomas and Amanda Leonard for the Event Coordinator position. Amanda Leonard was selected and approved through Commission Meeting. The Commissioner has already scheduled her to meet with the Fair Board this evening.
6. **Discuss/Approve/Deny Infrastructure Funds:** There was a discussion on infrastructure money and how the Board would like to see those funds spent. Millsite Golf Course has been using their funds to pay-off bonds from the additional 9 holes that were put in at the golf course. John Wesley Powell Museum has used their funds to purchase displays and update their HVAC system. In the future the board would like to see these funds used on more visually appealing projects that will further our tourism efforts.
7. **Discussion of Huntington Airport Management:** Leon Defriez who was managing the Airport has resigned so now the County is forming an advisory board to help find someone to manage the airport.
8. **Discuss/Approve/Deny Possible Recommendations for Tourism Incentives Program:**
 - a) **Castle Valley Outdoors:** Castle Valley Outdoors would like to install solar panels on their existing sign. The total cost of the project is \$4,400 and we would cover half which would be \$2,200. Travis motions to approve funding for Castle Valley Outdoors with a second from Josh.
 - b) **Caddy's:** Carl Jacobson purchased the old Sinclair gas station in Castle Dale and will be re-naming it Caddy's. He is currently refurbishing the gas station and is hoping to put a small restaurant inside the gas station. Carl is asking for \$5,000 to re-pave the parking lot at the gas station since the existing parking lot is in bad condition. Jonathan motions to approve funding as long as the restaurant is in place. Lamar seconds the motion.
9. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** The film commission wants to use us as a pilot program so they need a little more information from us. Jordan is continuing to talk with them on conference calls.
 - b) **State Parks:** Temple Mountain/Goblin Valley Special Recreation meetings coming up on November 15th and 16th. They are encouraging the public to come and give their input.
 - c) **Trail's Committee:** Talked about the Des Bee Dove Trail and the work that will need to be done on it. The State has granted the Trail's Committee \$57,000 to work on the trail.
 - d) **Business Groups:** Lunch and Learn in Green River on November 16th at noon at La Veracruzana.

- e) **Museums:** Nothing new.
- f) **Expos:** None coming up.
- g) **Events:** None coming up.
- h) **HUB:** Jordan has been impressed with the work they have done so far. HUB was able to attend the Bouldering Festival and they had a good time.
- i) **Event Coordinator:** Talked about on line item 5.

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

11. **Discussion of New Business:** None

12. **Adjourn** – Thank you for coming!