MINUTES
Emery County Travel Bureau
December 5, 2018 11:00am
Admin Building, Canyon Conf. Room
Castle Dale, Utah

ATTENDANCE:
Board Members: Danny VanWagoner, Kolton World, Kent Wilson, Travis Bacon, Jonathon Hunt, Josh Rowley
Staff: Natalie Olsen
Excused: Penney Riches
Guests: Amanda Leonard and Spencer
Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: November 7, 2018:** Danny motioned to approve the minutes from November with a second from Kolton.

2. **Discussion of Financial Report:** Our numbers are close to previous years, although we havent made that big jump like we had in previous years. We will see how Decembers numbers come in.

3. **Discussion of Transient Room Tax:** TRT money is flat but the Restaurant revenue is up 10-15% which Kent said means the Restaurants are doing a better job capturing revenue in a flat tourism time. As far as Current expenditues goes it appears that in October we transferred over $55,000 to the museums and also to the east and west infastructures.

4. **Discussion of Activity Guides and stock we are getting in:** Hub is in process of printing all of the magazines and they will be ready for delivery in a couple weeks. Half of them will go down to the John Wesley Powell and the other half will come here. It was discussed as to where we would put all the boxes that come here and it was suggested to store them over at the museum. Everyone thought the museum would be a good place to store it. Kent said he would go over to the museum and take a look at what options we have as far as room goes and also see what equipment we would need to get them off the truck.

5. **Discuss/Approve/Deny 2019 Budget:** This was discussed at last meeting. We adopted it in our October meeting. Everyone will be emailed a copy of it.

6. **Discuss/Approve/Deny New Chairman and Vice Chairman:** Jonathon asked for nominations for a new Chairman. Travis nominated Danny VanWagoner, with a second from Jonathon. No other person was nominated. Vote was unanimous and Danny accepted the position. Jonathon asked for nominations for Vice Chairman. Jonathon nominated Travis with a second from Kolton. No other person was nominated. Vote was unanimous and Travis accepted the position.

7. **Discuss/Approve/Deny Request for Reappointment of Travis and Kolton as Board members:** Everyone was emailed Travis and Koltons request/desire to stay on the Travel Board. Danny made a motion to reappoint Travis and Kolton to the Board, with a second from Joshua. Vote was unanimous.

8. **Discuss/Approve/Deny Meeting Dates for 2019:** The meeting dates for the Travel Board meeting will remain the first Wednesday of each month, except for January and July which will be the second Wednesday. Danny motioned to approve the 2019 meeting schedule with a second from Josh.

9. **Discuss/Approve/Deny Attending the Salt Lake Off Road Expo:** Danny said there is alot of money being spent out there to per sue this Off Road vehicle trails and he thinks we should have our name there. Everyone agreed. Danny made a motion that we attend the Expo with a premium package with a second from Josh.

10. **Discuss/Approve/Deny Marketing Promotion w/Utah.com**: Utah.com has offered us a 4 page spread in their magazine. The cost is $5,000. Josh motioned to go ahead and do the 4 page spread with a second from Danny.

11. **Discuss/Approve/Deny Advertising with Adventure Outdoors:** It was discussed and felt like that no one really looks at magazines anymore, also the magazine had never been heard of so wouldn't be money well spent. Kolton motioned to Deny advertising with Adventure Outdoors with a second from Danny.

12. **Discuss/Approve/Deny our Brand/Logo on the Family Friendly Trail Signage:** The Forest Service has Scenic Byway commitee that are promoting some Family Friendly Trails on the Forest Service land. They applied for a grant and we have agreed to help fund these trails. As they are in the process of printing these signs they are wondering what our logo requirements are? Their preference is to not put our logo on it. Our suggestion is to allow them to sign it as scenic byway signs. Danny motioned to have them move forward without our logo on the signs with a second from Travis.

13. **Update, Discussion on Possible Recommendation of the Following:**
    a) **State Parks:** State Parks is teaming up with Amanda for a Ice Fishing tournament at Millsite to be held in January. Talk was to maybe tag some fish. There isnt enough time before the tournament but we are keeping that in mind for next year.
    b) **Trail's Committee:** Trails committee is desiring to make a trail from Millsite State Park to Emery. There will be two trails with the same trail head. Clint Olsen has said he will spend more time on it for next trails meeting. Forest Service and BLM are continuing to improve the Bouldering areas with bathrooms, parking lots, etc. Wondering about contracting out the cleaning of the bathrooms. Natalie will get in contact with Gale Anderson and see if he is interested. They want to put up a Trail head plaque to honor LaMar Guymon for the efforts he put in to making of the Good Water Rim trail.
    c) **Business Groups:**
    d) **Museums:** Kent wanted to know thoughts on combining Tourism and Museum and incorporate the two. Also moving Tourism over to the Museum. Danny and Travis will help with the hiring process of the new Travel Bureau person.
    e) **Expos:** Quartzside Expo is in January
    f) **HUB:** Joshua said that him and Natalie are having a meeting with HUB every two weeks. They just had one yesterday. Everything is moving along very well. They have created a rough draft of how the flow of the website is going to go and are paying special attention to Emery County and the uniqueness of it. HUB wants to have a page for each business with specific info. and 3-4 pictures.
    g) **Event Coordinator:** Amanda said this past year was a good one. There were 8 events done in 2018 and they had great success with them. Amanda has 8 events planned for 2019. Amanda brought Spencer who helps her with the Bouldering Fest. He talked to us about how big the JV Bouldering Fest is getting and what a great thing we have here.
    h) **Community Awareness:** Nothing new to report
14. **Discussion of Old Business:** Nothing new to report
15. **Discussion of New Business:** We are needing a member at large to sit on the Board. It needs to be put in the paper. There were a couple names suggested. Also there was discussion about whether or not to send mailers to people out of Country that request them. We haven't been sending them in the past due to cost but since they are the ones looking us up and requesting we felt they needed to be sent. So Natalie will start sending them out.
16. **Adjourn** –Danny made a motion to adjourn the meeting with a second from Kolton. Thank you for coming!