MINUTES
Emery County Travel Bureau
February, 6th 2019 11:00am
Canyon Conference Room
Castle Dale, Utah

ATTENDANCE:
Board Members: Danny VanWagoner, Jesse Nielson, Doug Stilson, Kent Wilson, Kolton World
Staff: Adriana Chimaras, Natalie Olsen, Amanda Leonard
Excused: Penney Riches, Josh Rowley, Travis Bacon
Guests: Stephen Durrant, Rod Player
Conducting and Welcome: Chairman Danny VanWagoner

1. **Approval of Minutes: January 9th 2019:** Kolton motioned to approve the minutes from January with a second from Jesse.

2. **Welcome Adriana Chimaras:** Danny welcomed Adriana as the new Travel Bureau director and everyone took turns introducing themselves to her. We are excited to have her on board

3. **Discussion of Financial Report: Kent Wilson:** We don't have a Financial report for December or January yet. The Treasurer's office is still in the process of submitting and taking care of the books for the end of the year. Bottom line is at the end of last year we came in about $150,000 under budget and we have over $1,000,000.00 in a set aside fund.

4. **Discussion of Transient Room Tax:** Kent said he found it interesting that the numbers on the TRT and the TRCC numbers in the month of January for 2018 and 2019 are almost the same, which is encouraging because this year was heavy snow months which usually slows business down. For Business to be the same in a high moisture cycle is a plus. Kent also said he received an email yesterday that said Emery County in 2018 created about 260 new jobs which is a 7.5 increase over 2017. The rest of the region averaged about 3.5% growth, with Duchesne county lost 2.5% of their jobs. Also wages went up about 5.6%. Emery County has flattened out and now we have had our first year of positive growth, which is exciting.

5. **Discussion of Pics for the 6 page spread with Utah.com:** Utah.com is doing 4 different hiking trails for people to explore and are wondering if we have any pictures to share with them. The suggestion was made to maybe hire someone to go take the pics? Natalie will get back with Utah.com and see what our next step is from here since we don't have pictures for the bottom 2 hikes. Rod Player suggested not having the Good Water Rim as a hiking trail, it's more of a biking trail. Adriana said it might just be the most well known trail and that's why Utah.com suggested using it as one of the trails. It might be worth suggesting a few cautions in the description of the trail.

6. **Discussion of Public Lands:** With our Public Lands Bill going through and all the anti social media stuff that has been happening the last month Kent was wondering if it might be wise for us to consider us promoting OHV and our deserts and try and win back our tourism. There is a lot of people talking about boycotting Emery County. We need to have a discussion on how to be proactive and today we just need to plant the seed and think about it. Next month if we could analyze what we feel, think and see what the best strategy is for our money. Adriana says we need to really up our Social media. Kent says we need to push our slogan, " The Playground is Open." Everyone study that for a week or two and come back with some recommendations.

7. **Discussion of Scholarship for the Go West Summit:** We do have Allan Burns from Westwinds down in Green River going on our scholarship. Adriana will be going as well. For the future, we need to think about who we want to send up there for next year on a scholarship.

8. **Discuss/Approve/Deny paying 1/2 of the cost for Lamar's plaque at the Good Water Rim Trailhead:** The time was turned over to Rod Player from MECCA. He said after Lamar passed away there were a number of people wanting to do something for him out on the Good Water Rim trail, including MECCA who had already gone and talked to the family about it. They decided to honor Lamar by having a plaque made and putting it at the Trailhead. The total cost with tax would be $1,040.00 for the plaque. Rod was wondering if we would donate 1/2 the cost to the plaque which would be right around $500.00. Danny said as far as anyone that devoted his life to this tourism department, there isn't anyone that could match up to what Lamar did. This is definitely more than just $1000. There is a lot more cost. That cost is just the plaque. Kent suggested/motioned that we cover the whole cost of the plaque with a second from Kolton. Vote was unanimous.

9. **Discuss/Approve/Deny Brochure to put in Rack Displays:** HUB did incredible work on the Rack cards, but we are not sure how feasible it is to use all 4 Rack cards in the one slot we have with the distributing company that we are contracted through. That being said we have contacted HUB and asked them to put the 4 Rack cards into a tri-fold brochure so that people could have all the same info on one piece of paper. HUB said they could design the new brochure for $1,000-$1,200 so we need an approval to proceed. Kolton made a motion to approve with a second from Kent. Vote was unanimous.

10. **Discuss/Approve/Deny Ad for Utah Life Magazine:** Do we want to do an ad with Utah Life Magazine? If we are inclined to do it Kent suggested doing the smallest amount and seeing if we can gage success or not. The decision was made to get some more information on the magazine and bring to discuss next month.

11. **Discuss/Approve/Deny Hiring B&T Builders to pain the Buckhorn Bathrooms:** B&T Builders sent a bid of $1060.00 to paint the bathrooms. It was approved by Kolton with a second from Jesse. Voting was unanimous.

12. **Discuss/Approve/Deny Certified Folder/Rack Cards:** Certified folders are the people who distribute our Rack cards. We have a couple different quotes for putting the Adventure guide in some of the places as well as the Rack cards. After discussion and looking at the cost it was determined that we get a contract for the following areas: Utah local marketing w/magazines and brochures, Moab w/magazines, Grand Junction w/brochures. It was approved by Kolton with a second from Jesse. Voting was unanimous.

13. **Discuss/Approve/Deny Advertising with Emery Telcom:** We are advertising with Emery Telcom through their ad channel in the hotel rooms in Price. It was discussed to take a look at what is being advertised and get it updated if needs be. Also see if the advertising is down in Grand and San Juan County as well.

14. **Discuss/Approve/Deny Request from EC for $8000 to help with Winter snow rescue:** This came up a few weeks ago when we had a gentlemen that was in an avalanche that lost his life. It became apparent to our Sherriff that our 1985 snowmobiles don't do what they need them to do. Kent said he believes it was Park and Rec that came to the County and said they would buy a snowmobile and donate it to the County if the County buys a snowmobile as well. The cost of the snowmobile would be around $16,000.00. They had originally asked us for the full amount but Kent told them we could split the cost with them and look at donating $8,000.00. These are volunteers going out to rescue others and we need them to have the best equipment and tools possible to keep them safe. It was suggested to maybe do a fundraiser to help with the funds. It might be a good idea to do a safety class along with the fundraiser. Awareness is big. A question was asked about if getting a grant to help out with the cost would be an avenue to take? Final decision was to donate $4,000.00 to fund the snowmobile and then doing a fundraiser for the other $4,000.00. It was approved by Kolton with a second from Jesse. Voting was unanimous.

15. **Discuss/Approve/Deny Replace/Repairs on the Travel Bureau Van:** The van needs new brake pads and rotors. There are 3 different quotes attached to the packet. There is also another issue with the van but no one can pinpoint what exactly that is. So for now we will just have the brake pads and rotors fixed. JN Auto came in with the lowest bid on brake pads, rotors and alignment so we will take it to them. There were suggestions of wrapping the vehicle, so we will look into that once the van is fixed and sound. Jesse Nielson abstained from the voting. It was approved by Kent with a second from Kolton. Voting was unanimous.

16. **Update, Discussion on Possible Recommendation of the Following:**
    a) **State Parks:** If everything goes right on the Millsite expanison, they will be breaking ground in June. They have posted the position for the manager so hopefully that will be filled in the next month or so.
    b) **Trail's Committee:** We are getting bids for the Mini Excavator. The bids are coming in right around $40,000**.** Emery Telcom is willing to let us borrow some of their equipment for projects as well. The Trails committee is working on a making a new trail from Millsite out towards Emery. It appears they are going to concentrate on fixing some of the trails out by Fix It Pass this year. Trails are important and we are doing what we can to keep them open. We aren't going to hire Gale Anderson right now to clean the restrooms up Joes Valley. The BLM has their own person that takes care of the facilities.
    c) **Business Groups:** Nothing to report
    d) **Museums**: Adriana has not met with the museum yet. She will meet with her soon.
    e) **Expos:** We have them all covered and Adriana is planning on attending them.
    f) **HUB:** Meeting with HUB was so good. The website is beautiful and will definitely show the top notch quality that we have paid for. HUB came down last week and handed out fliers to all of the businesses trying to get the information that is needed for the website. They are asking for our help in getting the info they weren't able to get.
    g) **Event Coordinator:** Millsite on ice went better than expected. This weekend is the Winters Blue Festival down at the Rec. Please come and support if you can. The next event is the softball tournament in Green River. Amanda is working with Brandi who is the lady that runs the Melon days tournament. She uses it as a platform for raising funds for a suicide prevention group that she is a part of. Green River is very excited because it's a big money maker for them. In June we have the Mounted Thunder shooting show. August brings the Emery County Fair, which Sandra Huntington will be over. ATV Jamboree will be in September. Joes Valley Fest will be the end of September. Adriana mentioned that this last year at the Bouldering fest there was a movie crew filming to do a piece about Joes Valley about the community and about the Festival. It will be out either this fall or next.
    h) **Community Awareness:** Nothing to report.

17. **Discussion of Old Business:**
18. **Discussion of New Business:**

19. **Adjourn** – Doug motioned to adjourn the meeting with a second from Kolton. Everyone was in favor. Thank you for coming!