MINUTES
Emery County Travel Bureau
March 6th, 2019 11:00am
John Wesley Powell Museum
Green River, Utah

ATTENDANCE:
Board Members: Danny VanWagoner, Doug Stilson, Kent Wilson, Travis Bacon, Joshua Rowley via Teleconference.
Staff: Adriana Chimaras, Natalie Olsen,
Excused: Penney Riches, Jesse Nielson, Kolton World
Guests: Stephen Durrant, Erik Hutchins, Maria Sykes
Conducting and Welcome: Chairman Danny VanWagoner

1. **Approval of Minutes: February 6th 2019:** Travis motioned to approve the minutes from February with a second from Josh.

2. **Discussion of Financial Report: Kent Wilson:** Januarys Financial Report has some questionable numbers. Things just aren't adding up. Adriana and Natalie are going to look into the numbers and call the State to see if we can't get some answers as to why the numbers are so far off.

3. **Discussion of Transient Room Tax:** SAA

4. **Discussion of Public Lands:** President should sign the bill within the next week or so. The BLM is questioning some of the boundaries. The Department of Interior in Washington DC did the boundary maps, so there is a process that we can change things before the final version. So there is activity on the Boundaries and roads and small changes that will be made. Danny said he thinks the Lands Bill has sparked alot of interest. Adriana said lots of people at the Expo stopped by the booth and asked questions about the Bill and were excited to visit or revisit our area.

5. **Discuss/Approve/Deny Marketing Match Funds for the Following:**
   a. Millsite Ladies Golf Association: Travis approved $1000 grant with a second from Doug. Vote was unanimous.
   b. Get in the Wild Adventures: Doug approved $3500 grant with a second from Travis. Vote was unanimous.
   c. Green River Rock and Mineral Festival: Doug approved $3500 with a second from Kent. Vote was unanimous.
   d. Emery County Search and Rescue Classic Triathlon: Tabled for next month.
   e. Tamarisk Restaurant: Travis approved $3500 with a second from Doug. Vote was unanimous.

6. **Discuss/Approve/Deny Advertising with Hooked on Utah. Presentation by Gary Winterton:** Gary is sick so we will table this to Aprils meeting.

7. **Discussion/Report on Go West Summit & SL Off Road Expo-Adriana:** The Go West Summit was alot of really good learning opportunities and great discussions. These tour companies are very interesting in adding and connecting with events. The SL Off Road Expo was really fun. People were really excited to see The Swell there. They were really excited to see the OHV maps along with the hiking and biking maps. There were a lot of questions about where The Swell was. A lot of great publicity. We do need more Off-Roading promotional material.

8. **Discuss/Approve/Deny Go Utah.com leads renewal for 12 months:** GoUtah is wondering if we would like to renew our subscription with them. They sent us about 3000 leads for 2018. It was an increase of 34% from last year. The Board is wondering if there is a way to track what we are getting out of the brochures we are sending out. Maybe a follow up email? They also asked if Adriana and Natalie would do a little homework to see if the page needs to be updated, and also see if this is something we want to continue doing. Also ask HUB once we get our website up and going if we can put a link on it as another way for someone to ask for information. We will table it for next month and get more info.

9. **Discuss/Approve/Deny Light at Buckhorn:** The light down at the Buckhorn information center is on 24 hours a day. He thinks its on a timer but doesnt know if it just needs to be reset. Kent and Danny decided that they would make a trip down to see if they can fix it. Natalie will get a key for them. We will talk about it again next month.

10. **Discuss/Approve/Deny Update Hiking/OHV Trails map:** With the new designation of the Lands Bill, our maps need to be changed to more current and accurate information, also with Wilderness names and recreation areas. Today we need to talk about if we are willing to redo them right now or wait. It was discussed that we only have 2 or 3 boxes of the Hiking, Biking maps so we need more printed right away. We decided that we will update the map with the best information we have right now and only print enough to get us by for one year. We will update them again at the one year mark. We were reminded that County policy is that we have to get 2 bids for everything we do.

11. **Update, Discussion on Possible Recommendation of the Following:**
    a) **State Parks:** Still waiting for the weather to get better so the BLM can do plant surveys for the expansion of Millsite park. They are also waiting for approval or direction as far as what they are going to do with the spill way. State Parks is in favor of the trail that is going to be put in with the start being at Millsite park.
    b) **Trail's Committee:** We are in the process of getting the Mini Ex and we need to decide the parameters of how and who uses it. Do we coordinate with Public Lands? Have a sub-committee of volunteers? Do we do a maintenance on it monthly? Have a log of who uses it and for how long? We want it used properly. It's up to us to decide. We need to have guidelines. Doug talked to Ben Heaton for awhile and one of his biggest concerns is that we don't have enough single track trails to bring people in to this area. We have one on the map that most people download onto their phones. These trails need to be specific based. In trails meeting the goal was to do one trail a year, that would take too long. We need to get more trails going than one trail per year. Ben was headed to talk to Trail mix, which can get trails approved and going in months. Is that a direction we want to go? If we want non-motorized trails to become a thing it really needs to move quicker. There are grants out there that can help. We also need to have our trails put on these downloadable maps. Kent suggested Adriana talk to Jeff and get him and Clint going on that.
    c) **Business Groups:** Chamber is active and going good.
    d) **Museums**: A few changes in the museum. We finally got Tiffany up in hours and a pay raise. We are also making a job posting today. Tiffany is currently working on a grant for the museum, which hasn't happened in a long time. There is a new Board member for the museum, his name is Randy Jensen. He is very good at writing grants so will be helping Tiffany with the grant she is doing.
    e) **Expos:** Sportsmans Expo is next week. Its four days and Adriana will be attending.
    f) **HUB:** Still working on the website. HUB is working on the content portion.
    g) **Event Coordinator:** Nothing to report.
    h) **Community Awareness:** Nothing to report.
    i) **Grants:** Discussed earlier in meeting.

12. **Discussion of Old Business:**
13. **Discussion of New Business:** Erik Hutchins with Utopia came and showed us what he has going on with the County. He has done some amazing work.

14. **Adjourn** – Travis motioned to adjourn the meeting with a second from Danny. Everyone was in favor. Thank you for coming!