MINUTES
Emery County Travel Bureau
July 3rd, 2019 11:00am
John Wesley Powell Museum
Green River, Utah

ATTENDANCE:
Board Members: Travis Bacon, Kent Wilson, Kolton World, Stephen Durrant, Penney Rich, Doug Stilson-call in, Jesse Nielson-call in, Joshua Rolwey-call in.
Staff: Adriana Chimaras, Natalie Olsen
Excused: Danny VanWagoner, Joshua Rowley
Guests: Robin Nelson
Conducting and Welcome: Travis Bacon

1. **Approval of Minutes: June 12th, 2019:** Kolton motioned to approve the minutes from June with a second from Penney.

2. **Discussion of Financial Report: Adriana Chimaras:** It all looks good. The only thing that stands out to us is some issues that we have had with invoices from the Trail Cat. We are getting invoices for both The Road Dept. and the Trail Cat. The Road Dept. and Travel is on one acct at several locations so we are in the process of getting a new account set up for just the Trail Cat. Also we have some things going on with our Budget lines. Adriana would like to go back through and figure the itemized lines out on the budget. Adriana asked where we got the grant for the Trails Cat because she is assuming there is paper work that she needed to fill out. Kent said he thought it was State Trails. He thought it was for $80,000. Any equipment we buy we ought to get turned in at one time. Adriana said that she would try and find the paperwork on the grant so we know what the stipulations are. We are done doing the Match grant funds. We are out of money. There is a Tourism Infrastructure East and West on the Budget paper, with $15,000 allocated for both and Adriana was not sure what the thought process was behind those line items and wanted to know if anyone knew. Travis said, generally in the past it was used for mostly museum needs, sewer and water issues.

3. **Discussion of Transient Room Tax: Natalie Olsen:** TRT looks good. We are behind about $18,000 from last year. Kent said maybe we can contribute that with us having a cold, wet spring and also the wet winter.

4. **Discussion of July working meeting:** Adriana just wanted to remind everyone about the working meeting on July 17th at 4:00 pm. We will be in the Canyon Conf. room and those who want to call in from Green River can do so.

5. **Discuss/Approve/Deny Gary Winterton with Hooked on Utah:** Table for August. He was not able to make the meeting.

6. **Discuss/Approve/Deny Funding Requests for Green River:** Green River city has run the payroll for the employees for the Travel Information center through the cities payroll system and then the Travel Bureau has reimbursed them. It has always been a budgeted item of $25,000. That has worked out pretty good, however, the past few years costs have gone up. They are asking that we increase the $25,000 to $33,000. Kent asked if we just use the information that has been given and go back and do some research and then discuss/approve/deny next month.
   The next request Green River wanted is $4,000 for promotional items. It will be used for purchasing Hydroflasks and knives to give people coming in to do charity hunts in Green River. Joshua made a motion to approve the $4000 with a second from Kolton. Voting was unanimous.
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7. **Discuss/Approve/ Deny Summer Road Trippin 2019:** We are going to table this for next month.

8. **Discuss/Approve/Deny Reel Rock Ad:** Center films is a film tour about climbing movies. They usually do about 4 short films every year and then start touring them in the fall. This fall they are putting out a movie about Joes Valley specifically and the Joes Valley Bouldering Festival. The opportunity is to put our 30 second reel in the middle section of their movie. Lots of eyes, and plays in 400 cities throughout the world. It's $20,000 to get into this movie but Adriana thinks it will be the biggest impact out of most of the things we are going to be marketing right now, at least for a really specific demographic that is in love with our county and specifically Joe's Valley. Penney made a motion to approve the Reel Rock ad with a second from Kolton. Voting was unanimous.

9. **Discuss/Approve/Deny Discount Cards:** Every year we have been helping the Emery High Football team with Discount cards for them to sell and us to give out in the swag bags. Last year it cost about $575. We wanted to also get a feel from the businesses to see if it has helped them in the past. Kolton said he has a lot of people that have used the cards at his restaurants. He likes the idea and feels like it brings people in. Adriana is not sure that any tourist uses the card. The thought was to put them on card stock instead of printing them on a card to cut down cost. Maybe you create something totally different since the football one is for the just the west side. We could maybe tweek it and fit it more to both sides of the county. Kolton made a motion to approve $575 for

discount cards with the stipulation of bumping up the number of cards, putting Green River businesses on them and also printing them on cardstock, with a second from Kent. Voting was unanimous.

10. **Update, Discussion on Possible Recommendation of the Following:**
    a) **State Parks:** Visitation has increased. Weekends for both Huntington and Millsite State Parks are booked for camping for the weekends has been booked, day use has been lower. Huntington State Parks is getting ready for the Triathlon coming up in a couple weeks. Millsite State Park is still trying to get people to realize that there is water in there and that they can get on the water with their boats. Green River State Parks use is up. Its decreasing a little, along with Goblin Valley because of the hot weather but usually increases again in September and October.
    b) **Trail's Committee: Doug:** Update on the trails is everything is open except Nuck Woodward and 12 mile flat area. They are still trying to get the Recreation Vision statement up and running. There were a few people in charge of finding volunteers to be in charge of each one of these sub-committees. Doug was one of them and as he was doing this and talking to a few individuals, they were excited but asked Doug what direction do they need to go and what do they need to start doing? We need to have parameters and direction to give them on how to get started. Adriana said we would probably need locals to be over each sub-committee but want to get opinions from those that recreate on what kind of trails they would like to see established. Adriana thought the best way to do that would be a survey online or a group chat. We need to build a survey and get it out there. Kent said he would like to get the top 3 or 5 trails in each category so we work on those we can and hit as close to the mark as we can afford. Kent also said, In most of these committees there is going to need to be a west side and east side committee because Green River needs to be a part of identifying what their needs are. Since Green River has their own Trails committee Adriana feels there needs to be a slight merging of both committees. We do need a representative from Green River so maybe have someone from the Green River Trails committee come to the Trails committee over in Castle Dale every month. Penney Rich or Robin Nelson will come to the Trails meetings every month. BLM recognized Les Wilberg, Les Thompson, and Emery Telcom for all of their contributions in maintaining trails. There was over $20,000 worth of donated labor and machine time in the last year with 400 man hours of volunteer time.
    There is a new process through CIB to request planning grants in $50,000 amount. Under the new expedited review process initiated by CIB this year, it does require a 50/50 match, recreation is 60/40 match. It would end up being a $100,000 planning effort. It is an expedited process and something we should look seriously going after. The application deadline is October 1st. It would probably make the most sense as the County Travel Council serve as the primary applicant with the city providing support both politically and financially if necessary. The project has to be mentioned on the Local Trail Improvement list, which Kent already has us on there.
    c) **Business Groups:** Nothing to report
    d) **Museums**: Nothing to report.
    e) **Expos:** Adriana was at the Outdoor Retailer and the Outdoor Gear Fest these past couple weeks. They were both really good. The Adventure Gear Fest was exactly what we wanted. Lots of outdoor people there. Lots of non-motorized recreators. Lots didn't know about the Swell. The game Adriana did was basically familiarizing people with the area, so it was a map trivia game. She had a list of the top 25 attractions and then they could try and guess where those attractions were on the map.
    f) **HUB:** Website is live!! It looks great. We are trying to get through it to see what needs to be fixed and linked together. We do have access to it so it will be easy to go in and change things on there.
    g) **Event Coordinator:** Robin Nelson has some things she is working on. She will give us more information in the next little bit.
    h) **Community Awareness:** Nothing to report.
    i) **Grants:** Nothing to report.

10. **Discussion of Old Business:** Shirts are at TC West being drawn up and printed.
11. **Discussion of New Business:** Nothing to report.
12. **Adjourn** – Kolton motioned to adjourn the meeting with a second from Doug. Everyone was in favor. Thank you for coming!