MINUTES
Emery County Travel Bureau
December 4th, 2019 11:00am
Canyon Conference Room
Castle Dale, Utah

ATTENDANCE:
Board Members: Travis Bacon, Larry Johansen, Danny VanWagoner, Kent Wilson, Laurel Magnuson, Maria Sykes (call-in)
Staff: Adriana Chimaras, Natalie Olsen
Excused: Penney Riches, Doug Stilson, Kolton World
Guests:
Conducting and Welcome: Danny VanWagoner

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

2. **Discussion of Financial Report: Adriana Chimaras:** Don't have anything new to report. Everything looks good. We have quite a bit of money left over to roll into next year. Budget was approved for 2020. We did budget $250,000 in case we can put together an application for the $500,000 grant. We were thinking we could do 50% this coming year and 50% the year after for trails. Down on the desert Ray Peterson made the comment that there are 1,000 miles of ATV trails that are closed but the markings are still there. It would be real easy to turn some of those abandoned ATV trails into non-motorized trails. It's an easy way to have some victories. What we need to figure out is what revenue means when it's down 7%. Does that mean that our advertising plan has failed, does that mean that it is things beyond our control like weather? What Kent found Down at UAC is out of 29 counties, tourism dollars are down in 9 counties. So if we spend money on advertising are we getting any value out of it? If we chop it off and save it for awhile are we going to die because we don't do it. And does it have to do with the businesses themselves? These are things that we need to figure out.

3. **Discussion of Transient Room Tax: Adriana Chimaras:** Adriana fixed the percentage at the bottom of the Graphs so everything should be reporting with the correct total percentage. She also did figure out the Resort Community tax comes from the general sales tax not from hotels, which is why that percentage is different. It's an additional tax that Green River can collect because they have 66% of their rooms are hotel rooms. They can collect an additional 1.6% and that is why they see an increase in their Resort community revenue. TRCC is up 6%. Kent said that down at the UAC meeting it was discussed that there is transition point where all of the Air BnBs before a certain date were responsible to pay their taxes. After that date the website itself is responsible to pay the taxes. They feel that Utah will have a 5% jump in revenue in that change of collection point.

4. **Discuss/Approve/Deny Changing Time/Day for meetings:** It was discussed that we change the meeting day and time to the first Thursday of each month at 4:00 pm. Travis motioned to approve it with a second from Laurel. Vote was unanimous.

5. **Update, Discussion on Possible Recommendation of the Following:**
   a) **State Parks:** The State Parks is doing an agreement with the BLM for the land that the BLM owns between the golf course and the park. State Parks wants to put new campsites there and will increase campsites at that park by quite a bit. That is what is being worked on right now. They are hoping it will happen by spring. Adriana went on a ATV ride with some people from State parks a few weeks ago. It was basically a familiarization tour. They did the Temple mountain Wash loop.
   b) **Trail's Committee: Adriana:** Our Trails committee grew to get a better perspective. There is 7 now. Also going to be scheduling meetings for folks to start independent advocacy groups to give us feedback on the trails stuff that we want to do at the beginning of the year. We are having an appreciation/volunteer dinner for those people who have put so much time into making our trails better. They have done about 50 miles of trails. The dinner will be on January 8th @ 5:00 pm. Invitation is for Travel Board as well. BLM said they have come across some money to work up a contract with Emery County to hire someone to take Myron's spot on the Trails maintaining crew. Right now when Les and Les go out to work on Trails, Myron from the BLM goes with them. This money will be used to hire someone to go help with the trails so Myron can go do other things. We have asked the Forest Service to get an MOU to where we can use our crew on Forest. After our conversation with them yesterday we aren't going to be able to take our mini x and go up and do very much work. The Forest Service is concerned about maintaining the sides of the trail. They don't too much of the sides of the trails to be touched. Kent was thinking that we get a smaller something to maintain the Forest side of things. Maybe entertain that in a year or two.
   c) **Museums**: Nothing new to report.
   d) **Expos:** Quartzsite is coming up the end of January. Gary Kofford will be going down to represent us. Travis was asking Adriana if she had talked with Kelby with See source program recently. Travis talked with Adam and he said they are moving more toward doing the monthly data collection and not as much as the initial market analysis baseline. It is turning out that this is more valuable overall. We would be looking at $12,000. Kent said he was talking to a gentleman from North Dakota and they had done that data mining and they had given up on it because he felt like it wasn't accurate. What he was finding that in todays world so many people are mobile so wherever their address for their billing didn't really mean that's

where they lived. Adriana said a lot of these aren't based on their phone bill, It's based on their IP address of their phone. You have to figure out the data to figure out how accurate it is. Kent was asking if there was a way that Adriana could team up with Green River and split the cost?

e) **Event Coordinator:** Millsite Ice Fishing is coming up in January. We always have quite a few people attend the tournament. Adriana is also working on changing Amanda's job description.

f) **Grants:** Nothing to report.

g) **Newspaper/Media/PR:** Nothing new to report.

10. **Discussion of Old Business:** Nothing
11. **Discussion of New Business:** Nothing
12. **Adjourn** – Travis made a motion to adjourn with a second from Larry. Thank you for coming!