MINUTES
Emery County Travel Bureau
January 2nd, 2020 11:00am
John Wesley Powell Museum
Green River, Utah

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

1. **Approval of Minutes: December 4th, 2019:** Larry motioned to approve the minutes from November with a second from Maria.

2. **Discussion of Financial Report: Adriana Chimaras:** So we won't have a financial report for probably a month or two but I did put in the approved budget so you guys can see some of the changes. We had originally anticipated bringing Amanda on as a part-time staff instead of having her as a contractor, but it sounds like it'll be better in the long run to keep her as a contract so the salary and wages might change minus the $20,000 for her contract. We are hoping that without the marketing match grant her focus be on larger tourism events and bringing them into the area. We'll probably talk about that more later. So you can see the advertising grant fund and the advertising restaurant tax are both zeroed out. That's where our $100,000 used to come out of for that Marketing Match Grant. It's instead been put in part in advertising for the bulk advertising to assist with events. I just increased our Advertising budget which is meant to go to events because I think all of the events budgets stayed the same. So we still have $25,000 in addition for Marketing Events advertising and Event Expenses. Things like additional banners for the Swell that we can use year after year or heaters to assist with events or speakers that will probably be coming out of event expenses. The only other big change is if you look at Grant Match that number is really strange to me. I think we asked for $250,000 to be put in there and right now there is $215,988. That money will be used in the next two years so we can work on Trails infrastructures and Way finding signs so that we can develop the recreation in the area to then promote the tourists. And events will continue to do a fundraiser for basically any event that Amanda is assisting with. We're going to ask that the event that we advertise for or sponser have a fundraising component to the Search and Rescue so that we're always pushing at least a small amount of funds into the Search and Rescue. Something else I should mention is that we have created a Trails Grant and that's a matching grant. They have to have a cash match portion. Part of that could be another Grant match, but they have to have Entity cash to match it so they're like $12,000 grants. There will be $50,000 for those grants and they will be run through the Trails department.

3. **Discussion of Transient Room Tax: Adriana Chimaras:** We are down $27,000 so six percent. Green rivers down 6%. Kent said of the 27 counties last time he heard nine counties were in the negative. And so, if you're not a Park City, Moab or a St George you are treading water. So Kent thinks it's a State wide problem. Maria was wondering why we have plateaued this year? Adriana said that there's a free data collection for that information but because most of our hotels in Green River stopped reporting they stopped collecting the data because we out of the bracket of 4 hotels or more. Kent said we just need to study it further.
   Adriana said Grace is on the Chamber Board for Emery County and I joined recently as well in the hope is to get somehow an extension or branch here in Green River to get the local businesses to at the very least meet. I think I've been trying to get a platform to forward information to businesses without having to go door to door and that's one of the reasons I joined the chamber but I think that once I am able to forward information from a tourism perspective as far as, how we can assist and teachings, with those lunch and learns that we do and when we can start doing things like that, I Think they can start finding value and giving back that same data. It's like, why would they forward data? There's no benefit to them. The benefit is that if they forward that data then I can make better marketing choices that could then boost their businesses. Maria said that she started talking with Robin and Grace about how we used to have that group potluck with the business group that would come together once a month and it was so successful and so Robin and I talked about maybe starting that back up because if we can increase the communication, once people understand it I think they're going to be less fearful about giving information. Hopefully through the chamber and through that potluck we can create some of that shift but without those numbers, it's really hard to say why any of this is happening.

4. **Discuss/Approve/Deny Sponsoring Epicenter's Field Guides for $5,000:** Adriana wanted to preface this with between the Field guide and Rock and Mineral Fest this is the First attempt of people requesting funding without the Grant Marketing match. There will be a lot of questions because we haven't really designated how we want to sponsor events or what kind of events we want to sponsor. So everyone have an open mind for discussion.
   Grace from Epicenter talked about the Field Guides and said they are wanting a series of Field Guides that covers like regional history and specific topics. That first field guide touches on a lot of these topics but we want to take a deep dive into more of them

because there is so much there that we talked about. The core ideas that we carry across each one, we're thinking that it would be like a continued release like one per year at this point, is that they would all continue local perspective like local interviews, stories, Tips from locals and suggestions that slow towards the mentality. So getting people to slow down and not just stop for gas or stay the night at a motel. Get them to learn a little bit about the town's history and the regions history interactive tours kind of like hidden treasures that you wouldn't necessarily know about when you're passing through Green River. A lot of the content and these field guides would be informed by regional archives and Museums. A couple ideas for subject matter is the Wild West history of the Outlaws, Geo cashing and interactive tours of where things actually happened, UFO activity and sightings, rumors of the UFO's, mining history, and agriculture and land use. They are asking for $5,000. That's $2,000 for printing cost and the rest for designer fees with adding content to the Destination Green River website. Lots of suggestions were made with the final decision being that we will be a partnership of some kind. It was also decided that a little more leg work be put in to see if there are other partners out there will put in to the Field Guides as well. Epicenter will take the information that was suggested, they will gather thoughts and come back with a better idea of exactly what they want next month.

5. Discuss/Approve/Deny Sponsoring the Green River Rock & Mineral Fest for $5000: . Adriana mentioned that the epicenter is combining with Green River City and they're taking over the Green River Rock and Mineral Fest. It's always been a partnership but now the city has an Event coordinator. Maria said this event came out of surveying the community and understanding the businesses want something to be happening in early spring. And this is one thing that you can do during that time, you can visit these sites safely assuming that's not a ton of snow. It's something that the community really supports the idea of. Robin said she has done quite a bit of research from the past Rock & Mineral Fests and she thinks the Fest is at a great time of the year, . It's very targeted demographic. It's very, there might be a couple locals that come to this but for the most part this can be people who come from out of town specifically for this event which means that they're booking hotel rooms, they're eating here, they're spending their time here in the Green River. We estimate that the city puts in $3,500 and then Epicenters putting in $3,650 and that's in our personal wages and reimbursing our staff members who are helping out on all the field trips. In the past the budget has been a minimum $7,000, that's kind of what makes the festival run and about a half of that is just spent on advertising and marketing and most of that is online marketing. It is a free event. And that's really important to us for it to be a free event. Because it is educational. Most people are staying two nights because it's a three day event. Adriana said The Utah Office of Outdoor Recreation now has a grant about bringing kids outside and this might fall into its category for its new grant. Adriana said it seems like almost half the budget is marketing and promotion costs, so the $3,400. So it seems like we could support the event with our bulk marketing that we're getting and in places like Salt Lake and Denver through radio ads and stuff so the cash value that we would be providing would maybe be a bit smaller. So Adriana asked them bring more info on this to February meeting. Larry made a motion to give them $1,000 in advertising for the Fest right now with a second from Travis. Voting was unanimous.

6. Update, Discussion on Possible Recommendation of the Following:

- **a) State Parks:** Nothing
- **b) Trail's Committee: Adriana:** We are doing a lot. You will hear more next month.
- **c) Museums**: Nothing right now.
- **d) Expos:** Adriana is wanting to go to an Expo. She is putting together the request for next month.
- **e) Event Coordinator: Adriana:** The Millsite Ice Fishing Tournament was this past weekend. It sold out with 230 people who attended. **A**t the end of the Agenda packet Amanda created a little bit of a debrief for us on the Millsite and some of the return that we have on this event. What she does is sends out surveys. We don't get a huge percentage of response back but at least it gives us a glimpse into what people are spending and sort of the feedback on this. Although it's a one day event we did see a few hotel rooms booked because of the event. Big mountain Lodge almost booked out and the Village Inn in Castle Dale had a few and Danny had a few at his Airbnb so that was good. We also had some bookings at the State Park in Ferron. In the survey she asked them to gauge how much they spent while they were in Emery County that weekend, and just from the 30ish surveys that she got back, $14,000 was spent. This is the sort of numbers we want to see on events, we want to see your ROI at the end of your events, who is your target demographic, how much of that percentage were you able to meet with your marketing, what were your sales numbers, how much came to the community, how much did your attendees pay and where and what were your hotel stays.
- **f) Grants:** Nothing to report.
- **g) Newspaper/Media/PR:** Adriana is putting out RFP's for Social Media consultant and a Photograher, which will be funded by a grant we put in for last year.

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