MINUTES
Emery County Travel Bureau
March 5th, 2020 11:00am
Canyon Conference Room
Green River, Utah

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

1. **Approval of Minutes: February 6th, 2020:** Larry motioned to approve the minutes from February meeting with a second from Maria.

2. **Discussion of Financial Report: Adriana Chimaras:** We don't have one yet. Hopefully it will be out next month.

3. **Discussion of Transient Room Tax: Adriana Chimaras:** It's looking good. We have been up for the first 2 months of the year, at least TRT is. We did get the State report for county breakdown. It's the Kent Gardner Institute that puts out the numbers. They haven't given out a digital copy, Adriana was at Tourism Day on the Hill yesterday where she saw the numbers. She will ask for a digital copy to forward on to everyone. It's full of great information, even more information than what has been in the past.

4. **Discuss/Approve/Deny Family Friendly Trails:** Adriana attached minutes and discussions from the only times she could fine that the Family Friendly Trails was talked about in the last 2 years at the Travel Board meetings. It says that the Forest Service applied for the Grant and the Travel Bureau agreed to help fund these trails but at no point did she find the Board actually agreeing to pay for the Trails. This project is nearly done, it's a really great project but Adriana said she doesn't feel comfortable paying for any of this without this Board telling her she is good to spend the money. The county would be spending about $7,000. That amount would be for way-finding signs and informational panels. Maria made a motion to approve $7,000 going toward the Family Friendly Trail way-finding signage with a second from Larry. Voting was unanimous.

5. **Discuss/Approve/Deny Spanish Trail:** We are going to table this. They haven't given us all the information we need.

6. **Discuss/Approve/Deny RFP's:** This is for the Utah Office of Tourism grant we applied for last year and was about $40,000. When Adriana first started we had about 14 people following our social media, she has brought it up to 200. If we want it to be successful we need way bigger numbers than that. The idea was to bring a consultant in to give us big picture ideas, get us set up for social media marketing strategy and train whoever is going to be the manager of the platform, which is still to be determined. The first 3 you will see is for the Social Media so we will start there. Adriana let all the applicants know that we would give them a call whenever the Board was ready to ask them questions. Maria said that after looking through everything she was most impressed with Katie in terms of taking what has been done to the next level. Secondary to that, the ETV group was a nice local choice. Their numbers aren't as impressive as Katie's, so Maria thought the best option for us would be Katie. Katie's price was the most expensive at $28,000, ETV was $13,425 and Lindsay was $9900 . Katie has an established relationship with all of those outdoor companies which is big. She has worked with Visit Florida, Belize Tourism Board, Hyatt Hotels, Visit South Idaho. She has 54,000 followers so knows Social Media. Maria thinks if we are going to spend money Katie is the best route. They put Katie on the phone and asked her a few questions. After questioning her the Board figured she would be the best fit for the job. Maria made a motion to hire Katie Bou'e as our Social Media Consultant with a second from Larry. Voting was unanimous with reservations from Kent. Next RFP is for Photography for 200-300 photos. Prices on all 3 applicants are as follows, Ben Neilson was $21,500 Bandwagon was $16,000, and Ben Grimes was about $12,115. Maria was most impressed with Bandwagon's work. She was really impressed with the photos. Larry said photography wise they were the most talented. Ben Neilson works with The North Face and does a lot of outdoor recreation but doesn't have a lot of experience with interior spaces or tourism, Bandwagon is a tourism business so they do it all. Maria said she was impressed with the amount of information that was given from Bandwagon as well as the quality of the photos. Kent said he would like to hear Adriana's thoughts. Adriana said she had the opportunity to talk to each of them individually and she would agree with what Maria said, while all 3 of them have great photos but Bandwagon brings a level of professionalism that will help with this moving forward. The guy could explain to me the difference between having all the rights to the photos or sharing the rights but having full access so they can reuse our photos which in a way creates more publicity for us. We have full access to any photo they take but they can use them as well. They have done a lot of tourism, not just outdoor recreation. Adriana thinks it's the biggest bang for our buck. One question Kent had that we need some clarification before the photographer is chosen, is if they have planned to spend 5 days shooting and 3 of those are bad weather who pays for the extra stays so he fulfills the 5 days? Larry suggested we tell the photographer we will need a certain amount of production days. Maria thought it would be nice if there were two different seasons that the photographer would come

and shoot because there are a lot of great pictures in more than one season. A call to Bandwagon was done and no one answered. Maria asked to table this until next month so Adriana can get some answers to these questions.

7. **Discuss/Approve/Deny Budget for Apparel:** The apparel is for our local events. Adriana wants to have a booth at every one of them and sell apparel as the fundraiser for the Search and Rescue. It would still be nice to have the events also incorporate a fundraiser but this is will be the easiest and a really nice way for us to get our material out in people's hands. TC West sent over some prices. He is also contacting businesses to see if they want to carry it like we discussed a couple months ago. Maybe 100 shirts and 100 hoodies? They could be pullover hoodie or zip-up. We would sell the shirts for $15 and the hoodies for $25. If we spent around $2500 on shirts and hoodies the return would be about $4500, which would give Search and Rescue around $2000. Larry made a motion to spend $2600 on apparel with a second from Maria. Voting was unanimous.

8. **Discuss/Approve/Deny Trails Committee Board Member Nominations:** Doug quit the Trails Committee and they are wondering if we want Travel Board representation. Larry does sit in on the Trails Committee meetings but if there is anyone else that has a Tourism business (collects TRT TRCC) that wants to be on the Board that would be great. Adriana thought we may want to table this since we are missing a person on the Travel Board as well, whoever we get will be replacing Penney and they might want to be on the Trails Committee as well. Maria made a motion to table with a second from Larry.

9. **Discuss/Approve/Deny Purchase of (2) Cargo Containers. $8,000 Budget:** These cargo containers will live in Castle Dale. One of the cargo containers is for our Trails cat that we have a grant for, we may be able to use some of the grant money for the container. If we can't, these containers are pretty reasonable that we are hoping you are ok covering that out of our budget. The second container is for our print material and boothing stuff. There was some concern about where to put it in Castle Dale because they do have quite a few restrictions but Kent reassured Adriana that there are a lot of different locations it could go both within and without the city if we don't meet all of the regulations that the city has. Larry made a motion that we get two bids on two shipping containers and select the lowest with a second from Kent. Voting was unanimous.

10. **Discuss/Approve/Deny Hiring Part Time Staff for Green River. Start at $13/hr:** Adriana said the idea behind this one is in part to have more community outreach. There are a lot of businesses in Green River and all the staff being on the other side of the county makes it challenging to get a lot of the hands on help that we need. This new hire would be in charge of getting business profiles on Google. Google is 94% of peoples search. As well as doing a lot of the distribution that we do for all of our print material, a lot of door to door stuff, along with helping with events, tabling events. It would be really hard for Adriana to go to all of outside events, Expos and Summits on top of going to all of the local events. Adriana's hope is to really have them stationed in Green River. Robin said Green River is starting up a business pot luck where they will be meeting with business owners and leaders in the community and that would be awesome to have a Tourism representative attend that every month. It would also be nice for this new hire to help with FAM tours. The hours would be 19 3/4 hours per week. Kent suggested two things; one being accountability, that we make sure we are getting an hour's worth of work for an hour's worth of pay and two put her on a 3-6 month program and then analyze it and tweak it where we need to. Adriana said this would be a job through the county so they would do an evaluation at the end of their 6 month work period. The Travel Bureau had budgeted $20,000 for when we redid the Marketing Match Grant and did reallocate some of that for staffing. Maria said that Travis or herself could help with the accountability along with Jackie at the JWP museum. Danny said that we need to make sure that this new employee is self-motivated. Maria made a motion to hire a part time staff for Green River starting at $13/hr in accordance with county policies with a second from Larry. Voting was unanimous.

11. **Discuss/Approve/Deny Emery County CLG Grant:** Adriana said that we are just a pass through for this grant. There is a gentleman from the University of Utah that is doing a Thesis project on research for vandalism and appreciation for Historical sites and signage, which she thinks is really valuable for us because we spend a lot of money on signage. Larry made a motion we approve the grant with a second from Maria. Voting was unanimous.

12. **Discuss/Approve/Deny Sponsoring Joes Valley Fest:** Sam and Amanda, the ladies behind the Fest, joined the meeting via conference call. The Joes Valley Fest has gotten great sponsors in the past and it looks like it will be that way again this year. Rocky Mountain Power is a big sponsor confirming today at $2000. They don't have headline sponsors yet, but have been talking to a few companies. Yeti and Reel Rock have a pretty close relationship. Yeti helped support The Joes Valley Fest in the Reel Rock film last year, so they are thinking that Yeti will be a headline sponsor. Amanda said if ideally if the board can just approve them today as a large event and then as The Fest gets closer they can target marketing wise whether swag or marketing would be the best fit for them. The Fest has a Premiere Sponsorship where they are asking for $2500 and in turn you get quite a few things, you get 4 tickets to The Fest, you get your name on one event, shout outs on social media and MC shout outs and logos on all assets. Adriana said she doesn't think the Board can do more than $1000 cash and wondered if they could do the other $1500 in advertising to hit the Premiere sponsor? Sam said most definitely they can customize to reach the $2500. Maria made a motion to sponsor The Joes Valley Fest as one of the counties large events with $1000 cash plus support provided by the event coordinator with a second from Larry. Voting was unanimous.

13. **Discuss/Approve/Deny Sponsoring Triathlon:** Wade, who is in charge of the Search and Rescue, joined the meeting via conference call. He said there are usually between 150-200 contestants and they bring 1-2 people with them that comes. Our total draw for the county is between 350 and 400. They sell out every campsite in Huntington park and they spill over to Little Bear and over to Millsite. They offer a kids Triathlon which is a big hit for the families that come down. This year they are going to do the regular triathlon and then on their own they are going to offer a paddleboard triathlon for those that don't like to swim and also a paddleboard race. They are trying to branch out and grab more people to come down and participate. Wade said they would really like to partner up with the Travel Bureau with advertising and swag. Larry made a motion to classify them as a large event with a second from Maria. Voting was unanimous.

14. **Update/Approve/Deny Possible Recommendations of the Following:**
    a) **State Parks:** Nothing
    b) **Trail's Committee:** The Swell Utah grant is closing March 13th. Trail work is beginning and it's exciting. Adriana is wanting to get out there while they are working and do more press releases.
    c) **Museums**: Just got a call from the National Geographic to do a photography camp at the Museum of the San Rafael.
    d) **Expos:** SLOREX went really well. Wayne Pahl did it and he did a great job. **Outdoor Rec Summit:** Adriana doesn't need a vote just to let everyone know that Adriana and Rod are going. They possibly have one more opening if anyone wants to go let Adriana know. **Go West Summit:** Has been rescheduled because of COVID-19. It's an international event so they are having to reschedule.
    e) **Event Coordinator:** Amanda has been in contact with Jamal with the running group and they are still interested in coming to the area and bringing an Ultra Race. They are still trying to find the best route to do and are keeping in contact with Amanda. Amanda has also been talking to Maria and Robin about increasing the numbers for the Rock and Mineral Fest.
    f) **Grants: (Strategic Planning grant)** Adriana may put in for a grant to replace a lot of the signage at the Buckhorn panel. We did receive the grant for the Strategic Planning for the County Tourism Department from the State office.
    g) **Newspaper/Media/PR:** Still waiting to finish having Commission approve PLS which is the Public Lands Solution for the Recreation audit. As soon as that goes out we will post that in the paper. We had a write up about the Swell Utah grant that went in the paper.

15. **Discussion of Old Business:** The JWP museum is hiring a new director. Hopefully they get some good applicants.
16. **Discussion of New Business:** Nothing
17. **Adjourn** –Larry made a motion to adjourn. Thank you for coming!