MINUTES
Emery County Travel Bureau
May 7th, 2020 4:00 pm
Because of COVID-19, this meeting will be held electronically
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ATTENDANCE:
Board Members: Danny VanWagoner , Travis Bacon, Larry Johansen, Maria Sykes, Laurel Magnuson, Kent Wilson
Staff & Event Coordinators: Adriana Chimaras, Natalie Olsen, Amanda Leonard, Robin Hunt
Excused: Kolton World, Doug Stilson
Guests: Eric Hutchins, Scottie Draper, Lynsie Pentaco, Katie Boue, Jamie Swank, Michael Bryant, Carly Lansche
Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: March 5th, 2020:** Maria motioned to approve the minutes from March's meeting with a second from Laurel.

2. **Discussion of Financial Report: Adriana Chimaras: W**e did not meet last month and hadn't received any Balance sheets up until this month but all in all our report for last year looks pretty good. We brought in over $600,000 and only spent $443,000 for the 2019 year. We pay a little to both museums every year and this year when we were reviewing the end of year budget we realized there was no transfer of funds to the Museum of San Rafael nor to The John Wesley Powell museum. We are looking into why that didn't take place and are seeing how we go about fixing that. Maria asked whenever there is a surplus in the budget does it roll over into the next year or does it go into the general budget for the county? Adriana said it just stays in our account and can be used at any time. Adriana said the Tourism Dept is putting into place a strategic plan of how we are going to spend the dollars. A few of those are The Carugio Group and The Public Lands Solution. Kent wanted to add that we need to keep one years reserves in our budget. The COVID thing aside, we are doing ok. We are 30-60 days behind but so far so good. Travis made a motion to accept the Financial Report with a second from Maria.

3. **Discussion of Transient Room Tax: Natalie Olsen:** We had wondered if these numbers were off for the past few months and Natalie went through and checked and double checked these numbers and everything looks spot on. The numbers that are on the papers are the numbers that the State has out on their website. Adriana said one of the things she did find out is when we were looking at the Resort Community Tax that it comes from sales tax not from TRT taxes. That is why those dollar amounts are so different, it is just not the same percentage and they don't come from the same place. The county's TRT is up 3% whereas Green Rivers TRT is down by 8%. That is the one that doesn't make any sense. Larry made a motion to accept the TRT report with a second from Travis.

4. **Discuss/Approve/Deny Select Social Media Consultant Proposal:** Adriana said these proposals are going to be paid out of a grant we got last year for our Social Media. We allocated about $30,000 for this project, including the grant matching. $10-$15,000 out of our budget and match that with the grant. This is a 6 month project. First one up is Scottie and her team with Emery Telcom. The proposal is $13,425. She has been doing social media consulting for about 7 years. They broke down the proposal with total amount of hours and then what the cost per hour was. They had a couple of campaign ideas as well, one being The Swell Trails. They wanted this to be in conjunction with The Swell Utah Grant program that's going on. One question that was asked was what social media platforms is ETV proficient in? Scottie said they were proficient in Facebook, Instagram, Twitter, YouTube and Pinterest. Those have been their main focus but are able to work with others if needed. They said they are pretty familiar with Analytics tools. One of the main social media pages that they manage is their own personal FB page for ETV news and has over 21,000 followers.
   Second up is Lynsie Pentago. The proposal is $9,000. She is just starting out in social media consulting. The social media platforms that she is proficient in is Facebook, Instagram, Pinterest and Twitter. Lynsie was asked what Analytics tools she is farmiliar with. She said she hasn't used any external software. She has used the internal workings of Facebook and blogs. She has written several blogs in the past so use those a lot. She also said she doesn't have a degree in social marketing but has a strong desire to see and help the Travel Bureau grow through social media.
   Third up is Katie Boue. Her proposal is $28,500. She has been doing social media manager/consulting for over 10 years. Social Media platforms that Katie is proficient in is Instagram, Twitter, Facebook, Pinterest, Linkedin and Tiktoc. Katie is very familiar with Analytics tools and says it's her favorite nerdy thing to do. She says she loves diving into the numbers behind social media and prove return on investment and success in campaigns. The 3 main social media page she manages and number of followers are: 1. Her personal platform and it has 57,200 followers, 2. Outdoor Alliance and it has between 10-11,000 followers, 3. The

Outdoor Advocacy Project and has 17,000 followers and within the first 24 hours of launching they were able to get 11,000 followers. Katie said she will set everything up so the social media page will really manage itself.
The Board talked about the candidates once they were off the conference call and decided that Katie was the right fit for this position. Maria did say that she felt like that both ETV and Lynsie would be good social media managers once we have a consultant kick things off with a lot of expertise and she feels like Katie is that person. She has a lot of expertise in all social media areas. Maria made a motion to hire Katie Boue as our Social Media strategist for the amount of $28,500 with a second from Travis. Voting was unanimous.

5. **Discuss/Approve/Deny the RTP Grant for the Old Spanish Trail:** The objective of this trail is to enhance Old Spansih National Historic Trail Assets in Emery County. This grant offers the opportunity for Emery County to join grant partners in developing hundreds of miles of the Old Spanish National Historic Trail for recreational enjoyment. It has combined 3 different counties, has included the museums. It is a well thought out project. They are doing interpretive signs and wayfinding signs along with doing an app. The approval would be for $3200.00. Carly with The Old Spanish Trail project is here to answer any questions we have. Travis made a motion to approve funding with a second from Larry. Voting was unanimous.

6. **Discuss/Approve/Deny The Swell Utah Trails Grant Funding:** Adriana said Robyn Rod and Les really dissected these new grants that we built. They critiqued with very much detail and requested a lot out of these groups to make sure our funding was going toward where it needed to go. Adriana asked Robyn if she would tell the Board who applied, the amount they applied for and what their project is and why they should fund.
Green River City- River Restoration Project. Requesting $12,500. Larry made a motion to approve the grant with a second from Maria. Voting was unanimous.
Huntington City-7500 ft. of Walking Trail by Rodeo Grounds. Requesting $12,500. Travis made a motion to approve the grant with a second from Maria. Voting was unanimous.
Orangeville City-River Trail. Requesting $12,500. Maria made a motion to approve the grant with a second from Travis. Voting was unanimous.
San Rafael Back Country Horseman-Rebuild two bridges on non-motorized trails on the Wasatch Plateau-Requesting $3750.00 Travis made a motion to approve the grant with a second from Maria. Voting was unanimous.

7. **Discuss/Approve/Deny Budget Travel Board Member nomination:** Travis made a motion to Table for next month with a second from Maria.

8. **Discuss/Approve/Deny Marketing with Erik from Utopia:** Our contract ended in March which coincided with shut down. We planned on taking a spring hiatus and come back in Fall in order to build up more programming and new episodes. Emery County had a segment in 6 of the 13 episodes from Oct-Jan Goodwater Rim, Bouldering Fest, Little Wildhorse, Floating the Green River, Molen Reef RockArt and Canyoneering in Eardley Canyon.
And there is value in the videos that get life beyond airing. And go beyond the footage itself. When we tell stories we elicit feelings from our audience that gives them an emotional connection to the subject.
We are not only an outdoor show but a CONSERVATION show. We teach people how to USE the resource but also how to treat resources. We did get some requests for footage from other media outlets this past 6 months. And I hear there could be further value by using this video to reach the 25-35 age group on social media.
1. 2 commercials contracted actually aired 3 spots per episode
2. Estimated 100,000 viewers with live broadcast state-wide
3. 130,000 clicks on website and youtube-- People seeking out information

2 new commercials
-Terrace River Inn (Travis)
-West Winds Diner (Alan)
Brings us to 7 commercials that we have produced as part of contract. Erik had 2 planned shoots that fell through (Ice Climbing / FIshing Joe's Valley). Had the shoot set in early March at Blue John Canyon moved to fall. He would still like to shoot biking at Saucer Basin as well.
He also thought about doing a Spanish Trail segment. Still planning on Cup of Joes video production. Not currently any commercials playing on our website. We are in this together and I will offer free commercials online between now and next September when YOU SAY WHEN.
I will see you again for presentation and update in September.

9. **Discuss/Approve/Deny Monday.com subscription:** Adriana said she found this productivity app that would be a great assest to the Travel Bureau and museum. It automates a lot of functions and connects with every single app she uses and has put everything in one place. So she can say for the museum, these are our tasks, these are the due dates, this is where you tell me where you are on your status and when it hits the status of done it will send Adriana an email telling her that Tiffany has done the work that Adriana has asked her to. One concern that Kent had was the amount of time it would take to set everything up on this app. It did take a few hours to set up but once it is set up it is your go to! It also has a mobile app so when you are taking notes you can put

them directly into the app. Adriana showed a video that shows you what the dashboard looks like. Maria made a motion to approve Monday.com for $600/year with a second from Laurel. Larry opposed with everyone else in favor. Motion carried.

10. Update/Approve/Deny Possible Recommendations of the Following:

a) State Parks: Larry said they went from 0 to 100 in one week. Millsite and Huntington were pretty busy last weekend. Goblin Valleys visitor center is still closed but the campground and day use is open. They are limiting how many people they let in.

b) Trail's: Nomination Board Member: Adriana suggested that since we don't have the new Board member maybe just move on with the suggestions that they have for the Trails committee as opposed to trying to appoint one from the Travel Board.

c) Museums: Museums are both opening. San Rafael museum is opening on the 11th. They have been able to get a lot done while the museum has been closed, Along with redoing and finding records. JWP museum is working on getting their director here but they are open.

d) Event Coordinator: Amanda wanted to give an update on what she is doing since most events have been cancelled. She is still accepting registrations for the ATV jamboree. They are up to 33. They are not cancelling, they feel like they can still do safely and follow guidelines since everything is still spread out. Joes Valley Fest is going forward. Ideally, It will be capped at 50 people with no out of state residents. They will make as much of it as virtual as possible. They are still in the very beginning stages and with the momentum of the Reel Rock film that came out last year they don't want to lose that. They are trying to make it successful considering the circumstances.

*They did a Swell Support campaign. They are using the Joes Valley Fest website as a platform for local businesses who don't have an online presence to sell gift cards during this downtime for businesses that are closed. They tried to call all of the tourism based businesses but if you know of someone that is not on there that wants to be have them get in contact with Amanda. They have sold almost $600 in gift cards.

*Amanda is going to make the Junior Entrepreneurship program a hybrid event. She just sent a mitigation plan to Kent who is going to talk to the Health Department about how we can safely hold some of it in person but virtually as well. Amanda said she is excited to be holding some of it virtually because it will give Green River youth a opportunity to participate in the program.

* Amanda did a virtual Easter Egg hunt with a good response and a lot of engagement. It reached 13,000 people

* Amanda is working on updating and maintaining the Events page on the Swell Utah website.

*Amanda also has been making sure we have swag and helping people put bags together for events.

e) Grants: Adriana said the Strategic Plan grant that we applied for should be getting started at the end of this month or first of next month. PLS has been approved through Commission. The Coal Strike team funding have finally become available and we have about $37,500 to due tourism things with. We are using part of those funds for PLS, to hire the GR assistant and then something new that I want to present to you guys about getting businesses professional Google business profiles. We bought a trail cat a couple years ago and that grant is closing. We are not applying for any new Trails grants this year outside of the Old Spanish Trail which we are not directly applying for. We applied for a grant back in 2018 for ROVIT which is a virtual tour that was meant to be on our website. Adriana did get an extension. They guys did the job last fall and we should be seeing a final project within the next month. Last thing is Adriana is brainstorming UOT marketing grant. This year our focus isn't marketing right now but I think there are some baseline things that they would still consider marketing that we could use their dollars for. They are allowing a percentage of your project funds to be used in State or up to $35,000 of your marketing match grant to be in state marketing which is super invaluable right now. This is going to go back to the Google business profile thing Adriana was talking about. It can be really trying to verify your business on Google maps so she hasn't been able to claim quite a few things. There is a company that partners with Google. The Utah Tourism Association was giving out free trainings for Google and both Adriana and Amanda got on to get the training independently and got on the same call. Since this company partners with Google they get all these extra tools and they can instantly verify businesses, they can make changes, they know exactly what Google is looking for etc. They want to use us as a case study for other DMO's and they really want to work with us and our budget. Adriana thinks that we can find several different funding sources to get this at a rate at which we can afford. People travel using Google all of the time and unless you are on there and look good you probably won't be found. Expect at the next meeting to see this in conjunction with a grant application for UOT so we can get this company to help us get set up really well on Google as a destination.

f) Newspaper/Media/PR: Maria said she has had so many people contacting her about the Green River workers fund that they have started, and she has also been doing shout outs for Swell Support in Joes Valley whenever possible. A lot of these things have been on KSL, PBS Utah, Mighty main street that is sponsored by Utah Tourism. She said it has been fun talking about Emery County. Adriana said in the ETV news they did a restaurant guide for all of the businesses that have been open during COVID and we have sponsored that as well. One thing to look for in the future is State Parks is wanting to broadcast at different State Parks and they are wanting to partner up with us for those broadcasting films. Maria and Adriana have put out a few press releases for The Swells Grant and something else, so as soon as Adriana gets Commission approval she will send the info Marias way.

15. Discussion of Old Business: Travis said now might be the time we do more advertising than we had anticipated.

16. Discussion of New Business: Nothing

17. **Adjourn** –Maria made a motion to adjourn with a second from Larry. Thank you for coming!