MINUTES
Emery County Travel Bureau
July 2nd, 2020 4:00 pm
Because of COVID-19, this meeting will be held electronically
Emery County IT's Meeting
Please join my meeting from your computer, tablet or smartphone.
https://www.gotomeet.me/EmeryCounty
You can also dial in using your phone.
United States: +1 (646) 749-3112
Access Code: 185-804-125
New to GoToMeeting? Get the app now and be ready when your first meeting starts:
https://global.gotomeeting.com/install/185804125

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:
Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: June 4th, 2020:** Travis made a motioned to approve the minutes from March's meeting with a second from Laurel.

2. **Discussion of Financial Report: Adriana Chimaras:** Adriana wanted to point out a couple big transactions. We printed some new brochures and they were a lot cheaper than they were last round because we went with a different type of paper. They still looks really good. Under Special Projects the $10,000 is the remaining funds for marketing for the Reel Rock. We bought a big cargo container to hold things that we have purchased for events like speakers and chairs and such. We were also able to acquire some funds to buy a projector.

3. **Discussion of Transient Room Tax: Adriana Chimaras:** We are down quite a bit in all areas, but with COVID hitting it is to be expected. Kent said the county has a pretty good chunk of change from COVID through the CARES act. The county has been working with the cities and have made applications now as well. The county is looking at making the cities whole along with the county. After that the county is looking at doing a grant program. They are just in the starting phases but Kent wants this Board to think about how we can help the businesses with this grant program. Maybe it's comparing what their profit was last year compared to this year and fill in the gap with this grant. Our goal is to help our businesses recover as quickly as they can. Kent said his thought is the first priority should be to help those that have not received help yet then you move to the people that have gotten some help. Maria said sometimes more proactive businesses have just done a really good job at making sure they have gotten that assistance so she doesn't know if that should be held against them for priority. Travis said we need to make sure everyone gets the help they need and no one gets left out of the picture. Everyone gets to decide on how we are going to handle this grant so Kent asked for us to send him an email on what comes to our mind with how to handle it. Kent has some information that he will send to Adriana and then she will send it out. Then after a few days she will check back with everyone. Kent wants to have something put in place by Aug 1st.

4. **Discuss/Approve/Deny Event Support-Kasey Edgehouse/Golf Course:** Kasey is seeking approval from the Board as a medium size event for a couple of upcoming tournaments. The two events that he is asking for help with is the first one being a couples tournament. It's in August on a Friday afternoon. They usually have between 35-40 couples. 75%-80% is out of the area. The second tournament they are going to do is The Monster Mash in October. They usually get 15-18 foursomes and 60% are out of the area. Maria made a motion to approve the Golf course tournaments to be a medium sized event with a second from Laurel.

5. **Discuss/Approve/Deny Event Support-Dawnette Gordon:** Kent said the rodeo will help be funded through the County Fair budget instead of doing it through TRT. The county will be helping the Stock show as well. So no action needs to be taken on this agenda item.

6. **Discuss/Approve/Deny Certified Folders Renewal:** Pam with Certified Folders wasn't able to make the meeting. Kent and Danny said it has been awhile since we have heard what these distributions are so we will table it for next month when Pam can tell us more.

7. **Discuss/Approve/Deny Travel Board Member Nomination:** Travis said the Noel Vallejo put in an application to be on the Travel Board. His application was discussed and everything thought he would be a good candidate for a position on the board. Travis made a motion to approve Noel to be on the board as long as his primary residence is in Emery County with a second from Maria. Voting was unanimous.

7. **Update/Approve/Deny Possible Recommendations of the Following:**

a) **State Parks:** Larry said the State Parks have been very busy and expect to be busy all summer long. Adriana said the State Parks has their website really organized and she was able to pull all of their visitation numbers for the last couple years and then she made an EC spreadsheet. She will share it with everyone through email. It's interesting to see those numbers and see how much visitation has increased in all of our State Parks over the years. Adriana also said she is excited for the Truly360 project. It's nice to see the comments and 5stars roll in, and to also see how much people are enjoying our area.

b) **Trail's:** We are going to apply for the State grant that will help us pay for the Jamboree and to also get some Trails equipment. They put a bigger parking lot up Straight canyon but messed up a few areas in the process. Hopefully they will fix a few trail heads and fix the road. Ray retired. The Commissioners are in the interview process to find a replacement and hopefully will have a new hire in the next couple of weeks. Ray did say he was interested in being on the committee for the Destination Development Strategic Plan. Kent did want to mention what a fantastic job Les Wilberg is doing on the Trails. He has given a lot of his time and it's appreciated.

c) **Museums**: The museums are open and are doing great things. They are drafting a plan to see if the museum can get approved to require masks. If they cannot get approved Adriana thinks that signage and having masks on hand tend to have people to the kind thing and putting them on. The GR museum is opening an exhibit on July 18th. Maria invited everyone to come on down if we can.

d) **Event Coordinator:** Amanda said things are looking pretty good in the event area. Mass gatherings are obviously being cancelled. There are some new things coming down the pipe that with being able to meet the compliance some things are still being able to happen, Heritage Days is still doing their fireworks this weekend. If people ask why we aren't having mass gatherings it's because the Health Department has restrictions and guidelines that just aren't feasible for mass gatherings. If the conversation gets brought up please help explain to people why we aren't doing mass gatherings.
Some of the good things happening in the county are: Amanda has been working closely with Robin and they are putting together a Swell Search down in GR. Maria said that they have been brainstorming with Robin and they wanted to do something fun without having to attract a big mass gathering and they came up with this idea to highlight different sites of different businesses in the county. There will be some giveaways and social media campaigns surrounding that. Amanda will be sending 400 face masks with the Swell Logo to give as prizes for that.
Melon Days has not been cancelled but it has been converted to a smaller local community event. Softball tournament was cancelled. They want to still hold a celebration but one that they can keep safe and in Green River.
Amanda said she ordered a large 33 foot blowup outdoor projector screen that we can use at upcoming events . The Memorial Rodeo is going to project the live feed to an audience in their cars. Same idea with the Joes Valley Fest.
ATV Jamboree is looking good and happening.
The Junior Entrepreneur program has started.
The final comment for events from Amanda is Adriana was able to locate this company called Wasatch Epic. They do virtual running, biking and hiking challenges. They post on their website different challenges, right now along the Wasatch Front, and then you use your fitness app to upload that Trail or run after you have accomplished it. It goes to an automatic leader board so you can see where you have placed. It is for extended period of time so they have a certain period of time to run this trail and then upload it, it's not just a one day thing. Amanda was able to reach out to them and they are more than excited to come and do it in the Swell. It will be a Swell epic event. They will be starting mid September.

e) **Grants: Applied to UOT:** That grant was due on June 25th so it has been submitted. It was everything that was discussed last meeting and was approved last meeting. Adriana is really excited about the Billboards and is glad they were thrown in at the last minute. She talked to a few different companies and has gotten some great information on the different billboards that are available.

f) **Newspaper/Media/PR:** Short video highlighting a few OOR grant projects: Adriana showed the video that Larry did. Adriana also wanted to say that Utah Office of Outdoor Rec wants to do a video series of the grants that have been awarded. While this isn't on any of the grants that we have done, Joes Valley and The Joes Valley Fest is going to be highlighted because of the grant that did a few years ago. So there will be a short video series about that coming up soon.

15. **Discussion of Old Business:** None
16. **Discussion of New Business:** None
17. **Adjourn** –Maria made a motion to adjourn with a second from Larry. Thank you for coming!