MINUTES

Emery County Travel Bureau

May 6th, 2021 4:00 pm

In-person in the Canyon Conference Room in Castle Dale
and virtually with the link below.
Please join my meeting from your computer, tablet or smartphone.
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ATTENDANCE:
Board Members: Danny VanWagoner, Travis Bacon, Kent Wilson, Maria Sykes, Kolton World
Staff & Event Coordinators: Adriana Chimaras, Natalie Olsen, Amanda Leonard, Robin Hunt
Excused: Doug Stilson, Laurel Magnuson, Larry Johansen
Guests: Katie Boue
Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: April 1st, 2021:** Travis made a motion to approve the minutes with a second from Maria.

2. **Discussion of Financial Report: Adriana Chimaras:** We are positive this year to last year, which is good but not quite as much as Adriana would have anticipated by now.

3. **Discussion of Transient Room Tax: Adriana Chimaras:** TRT is up 9%. TRCC is doing really well, it's up 90% in comparison to last year.

4. **Discuss/Approve/Deny Go-Utah.com**: Travis made a motion to approve continuing our contract for another year with Chris from Go-Utah for $2295.00 with a second from Kolton. Voting was unanimous.

5. **Discuss/Approve/Deny Prettyman's Billboard in Huntington Possible purchase or rental:** Maria made a motion to take this item off the agenda until we can get further information with a second from Travis.

6. **Discuss/Approve/Deny Large Event Sponsorship for Southeastern Junior Livestock Show:** Travis made a motion to approve the Junior Livestock Show to be a large event with a second from Maria. Voting was unanimous.

7. **Discuss/Approve/Deny Attend Outdoor Retailer:** This is for Adriana to go to Colorado. We have had good returns for doing this vendor trade show. It's free to go, she just needs permission to go out of state. Travis made a motion to have Adriana go to this Trade show with a second from Maria. Voting was unanimous.

8. **Discuss/Approve/Deny Southeast Utah Local Guide:** They are looking to get funding for a Regional Travel guide they have put together. They are also offering businesses to advertise in this guide. They are also are in the process of making a website. They are looking for assistance for getting these guides out on the streets, or we can do the advertising portion as well. Kent suggested that Bobbi meets with Adriana and come up with a better understanding on what both parties want to accomplish. Maria made a motion to table this until next month with a second from Travis.

9. **Update/Approve/Deny Possible Recommendations of the Following:**
   a) **State Parks:** Nothing to Report. State Parks is partnering with the Google projects. They are booked full through the summer.
   b) **Trail's:** Still waiting to hear on the FIG grant for Trails crew. The BLM is planning on doing some development at Fossil point. They are putting in some picnic tables and started to give it some love. Go check it out if you have never been there.
   c) **Museums**: Doing good. Haven't had any complaints about the fees. They have a ton of school groups coming in this month. We need to check to make sure there is a camera on the counter.
   d) **Marketing: Katie Bou'e:** She is working on our County's Social Media platforms, updating them and making sure we are using them for alerts and good information. She is working on promoting the local businesses, the destination, the different cities and helping to start build that grand identity for us on Social media.
   Adriana is working on new billboard signs to put along the Wasatch front. They look similar to the one in Huntington. She said as soon as she gets the artwork all ready she can send them over and they will be put up immediately.
   e) **Event Coordinator: Amanda:** Poker Ride went really well, they had 180+ participants. MECCA had their bike festival which had a good turn out. They had about 65.
   *Climbing wall is ordered and should be here within the next couple weeks. It is already booked for a few events.
   *Tagged Fishing contest went live May 1st. Fish have been planted and there are over 100 people registered for the contest so far.
   *The River Fest is taking shape. Amanda is meeting with Robin weekly.

*Tri-Athlon is coming along great.
*Jr. Entrepreneur is happening again.

f) **Grants:** Adriana was wondering if anyone wants her to apply for the UOT CO-OP grant. And if there was anything you want her to get marketing dollars for this year. Maybe this project with Southeast Utah Local guide or with Chris and Go-West. Just email if you have any suggestions.

11. **Discussion of Old Business:** No Old Business

12. **Discussion of New Business:** Think about getting a newer truck for the Trails Crew, or rebuild the engine on the truck they have now for about $15,000.

13. **Adjourn** –Marian made a motion to adjourn the meeting with a second from Travis.