

MINUTES

Emery County Travel Bureau

June 22nd, 2021 4:00 pm

In-person in the Canyon Conference Room in Castle Dale
and virtually with the link below.

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ATTENDANCE:

Board Members: Danny VanWagoner, Travis Bacon, Kent Wilson, Maria Sykes, Doug Stilson, Laurel Magnusen, Larry Johansen

Staff & Event Coordinators: Adriana Chimaras,

Excused:

Guests: Rita Vigor

Conducting and Welcome: Danny VanWagoner

1. **Discuss/Approve/Deny Financial Commitment Letter for campaign in partnership with Carbon County on the Cliffs and Canyons Loop itineraries:** Adriana explained that both Emery and Carbon County Tourism Department are pretty excited about this. They have come with a pretty clever way to test out working together for the first time. The idea is to make and brand loop itineraries that are Hwy 10, Moore cutoff and Hwy 6. Carbon Country Club to Millsite Golf Course to Green River Golf Course and back up. \$8,875 would be our part of a \$35,500 grant match total project cost. This would include all of the design and brain storming for the Cliffs and Canyon Campaign, they would basically have their own branding with our joint branding, the print work that goes along with that, some stickers and additional promotional printed material and email marketing with Utah.com and KSL native. Kent suggested centering this around Green River and have Maria and Travis be a part of designing it and being a part of the conversation of how we go forward and present it and when to do it as well, so they can guide us to when it can be most and best beneficial to them. Travis made a motion to put in for the grant and as soon as possible meet together and work out the details on how to make this the most effective program it can be with a second from Maria. Voting was unanimous.

2. **Adjourn:** Travis made a motion to adjourn with a second from Doug.