MINUTES

Emery County Travel Bureau

June 3rd, 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, Kolton World, Larry Johansen

Staff & Event Coordinators: Adriana Chimaras, Natalie Olsen, Amanda Leonard, Robin Hunt

Excused:

Guests: Katie Boue

Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: May 6th, 2021:** Doug made a motion to approve the minutes with a second from Laurel.

2. **Discuss/Approve/Deny Southeast Utah Local Guide:** Larry made a motion we table this until next month with a second from Doug.

3. **Discuss/Approve/Deny Print Material-Trifold Brochures for Certified Folders:** Laurel made a motion to do a reprint for $2689.00 for 25,000 brochures with a second from Larry. Voting was unanimous.

4. **Discuss/Approve/Deny Attend Base camp Conference & Workshops:** Adriana said this is a workshop event in November down in Arizona for outdoor recreation, and since we are focusing a lot of our strategic plan on trails and trails development she thought it would be a good idea to have a couple member here that are interested to go to the event. Travis made a motion to send up to 5 trails and travel members with a second from Doug. Voting was unanimous.

5. **Discuss/Approve/Deny Granicus' govService Host Compliance:** This company helps monitor short term rentals, to make sure they are paying the right taxes and charging the right taxes as well. Larry made a motion to use these services with a 60/40 split. The cities paying 40%, us paying 60% with a second from Travis. Voting was unanimous.

6. **Update/Approve/Deny Possible Recommendations of the Following:**
   a) **Event Coordinator: Amanda:** She made a website with the 3 fishing tournaments that are going to happen in the county. It's swellfishing.com
      *Cat Fishing tournament registration was opened yesterday, 32 people have already registered. It will kick off the Swell River Fest
      *Swell River Fest-registration will open June 15th
      *Joes Valley Fest- We are starting to get quite a few sponsors for this event. Kaylee Edgehouse was hired on with the hope to make her Executive Director of the Joes Valley Fest long term and to get her a full time position to have her coordinate 3 separate programs; youth, stewardship and the Festival.
      *Jr. Entrepreneur program starts this month.
      *Stir Up Some Fun-This is replacing the Fair this year.
   b) **State Parks:** Nothing new to report on State Parks other than it has been super busy. Larry has retired.
   c) **Trail's:** Starting to try and find non-motorized trails to develop. Should see a final presentation from PLS in July. Wondering if there is any funding for NEPA studies, Adriana is going to check in to that.
   d) **Museums**: They are doing awesome. Adriana will email there financials. Shifting to a fee has been great for them. They are working super hard on their collections. Adriana has their google listing claimed and they get raving reviews all of the time!
   e) **Marketing: Katie Bou'e:** Adriana will email a marketing update. Digital Billboard will be up June 15th on the Wasatch Front.
   f) **Grants:** Apply for Forever Mighty Co-op grant and UOT Co-op Application: Larry made a motion to approve the grant with a second from Maria. Voting was unanimous.
   g) **Financials:** The financials are looking great. Big spill over from Moab. Restaurant tax is great, It's higher than it has ever been. TRCC is up 124% from last year. Big Mountain Lodge is doing food trucks at the State Parks. Green River TRT is up as well. It has been hoping down there.

11. **Discussion of Old Business:** Adriana said we are trying to work closer with Carbon County and she may call a special meeting to vote on a financial partnership for some marketing opportunities.
12. **Adjourn** –Larry made a motion to adjourn the meeting with a second from Laurel.