

MINUTES
Emery County Travel Bureau
September 4th, 2019 11:00am
John Wesley Powell Museum
Green River, Utah



ATTENDANCE:

Board Members: Travis Bacon, Penney Riches, Larry Johansen, Danny VanWagoner call in, Doug Stilson call in,

Staff: Adriana Chimaras, Natalie Olsen, Robin Nelson

Excused: Joshua Rowley

Guests:

Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: August 7th, 2019:** Travis motioned to approve the minutes from August with a second from Doug.
2. **Discussion of Financial Report: Adriana Chimaras:** We did a lot of digging and finally figured out the Billboard fiasco. It turned out that late last year there was a motion to approve \$200,000 in the Special Project Fund category in our budget, which was for a variety of things, Billboards being one of them. But a specific Billboard wasn't ever picked or voted on. We found the funds, they are in the budget. Green River will be doing a presentation later on in the meeting on the Billboard that they have picked out that will be voted on.
3. **Discussion of Transient Room Tax: Natalie Olsen:** Our TRT has gone up a little. If you look at the numbers you can see about a \$12,000 increase. We are still down quite a bit from last year, but this month was a jump in the right direction. TRCC is up, which is the Restaurant tax. Adriana said it is weird to her that we are down \$30,000 in TRT but Green River is only down \$6,000 with TRT because that's where we get all of our TRT. Everyone is wondering if something is messed up with the numbers. Adriana said she will look into that more. She also wondered if maybe we do need to look into the data presentation a little sooner rather than later to get more definite answers to questions like the ones we are having. Adriana said she will get ahold of Kelvy with Better City and talk to him more about the data he offers. She also said that she has a meeting with the State people that take care of the taxes and she will try and get a better understanding as to how it all works.
4. **Discuss/Approve/Deny Laurel Magnuson as New Board member:** Penney made a motion to approve Laurel Magnuson to the Travel Board with a second from Travis.
5. **Discuss/Approve/Deny Larry Johansen from State Parks to the Board:** Travis made a motion to approve Larry Johansen to the Travel Board with a second from Travis.
6. **Discuss/Approve/Deny Digital Billboard Sign:** Travis passed around a paper with what the new sign will look like. Travis said he thought the original talk of the signs was the Travel Bureau would do \$20,000 and the city would come up with the rest. Green River would like to put different things to do while Tourists are in the area. They want to put the sign in the middle of town. Danny suggested that if you want tourists to see the sign maybe it should be put at an entry point in to town. Adriana said for community reasons middle of town would be the best, for tourist reasons edge of town would be the best, and if you are trying to meet a middle ground, that middle ground would probably be in town. Travis did mention that the city doesn't own any property on either end of town. Adriana thought maybe having it at the John Wesley Powell museum would be a more common stop to tourists. Just some suggestions for Green River city to consider. We do need to have an understanding that it is a tourism sign first and community sign second. Doug made a motion to approve \$20,000 to Green Rivers' Digital Sign with them using 50% to advertise for tourism and 50% to advertise for community with a second from Travis. Voting was unanimous. We need to put out an invitation to the other towns and let them know this money is available to them. We will take the 2 best candidates.
7. **Discuss/Approve/ Deny Story Road Utah:** Adriana said this is another one of those things that she is not sure we want to jump in to now but she thought she would bring it up. This isn't necessarily meant to attract new visitors but keep people here longer. It's just about enhancing peoples experiences while they are here in the Swell and making for a better trip so they will want to come back. It's an app that has a 3D map of your location. You can click on the little points and it gives stories and additional information and stories of your exact location, which can be very detailed. It's kind of the same place as where she was landing with the data where she just doesn't feel like we are there yet, but she wanted to make everyone aware that it exists and that we should probably do this in the next couple of years. Without trails and identifying what areas we really want to promote its kind of hard to do this when we really don't have a lot of places to send people yet. We just aren't ready for that yet.
8. **Discuss/Approve/Deny Raising Green River Info center funds from \$25,000 to \$33,000:** This is money that goes to the information center in Green River. Lonnie sent Adriana some spreadsheets but none of the information was super digestable, and also didnt answer a lot of questions that Adriana needed to be able to clarify for the board whether or not they want to put another \$8,000 into this. Also, is this enough? We don't want to have to revisit this in a year or two. Adriana sent her a lot of follow up

questions so we are just waiting on those questions to be answered. We will table this to next month. Travis made a motion to table this discussion with a second from Larry.

9. Update, Discussion on Possible Recommendation of the Following:

- a) **State Parks:** The Goblin Valley expansions is still moving forward. Labor Day was busy for all of the State Parks, Huntington State Park was packed!! Adriana asked if he thought Millsite Park has seen a negative impact from the dam work or mostly just the Golf course? Larry said that this year has picked back up, last year they suffered.
- b) **Trail's Committee: Doug:** BLM is having an open house on the Dingle Act for Public information. There are 3 dates set for the public to come to these and ask questions and just get information.
We have designated \$50,000 from our budget to the Trails committee because they are going to be doing a grant system for county folks to build trails. We will give away \$12,500 to 4 applicants. We had a working meeting yesterday to talk about guidelines for the grant, and are trying to get those put in place. Les Wilberg had said they want to put together an ATV ride for Carbon and Emery County, gather people in our area who haven't experienced the Swell and take them on a ride.
We are going to get some hoodies made and have a dinner for the Trail volunteers who have put in a ridiculous amount of hours to Thank them.
We have been talking about the vision for the Trails committee and we want to do all of these expansions of trails but we can't really do that if we can't identify people who are advocates for these certain kind of recreation types. To get these people and this conversation started we have created this really simple survey. We don't want to take responsibility for these groups, but we do want to help them organize and get started. We need help getting this survey out. If you have anyone you know that wants to be an advocate for a recreation type please forward their email address to Adriana. She can also do a paper copy if they would like that instead of email.
Ben Heaton has been given a different job within his company and has taken a step back with the building of trails. We are so sad to hear of this news.
- c) **Business Groups:** Nothing to report. We don't need this anymore and are going to take off the agenda.
- d) **Museums:** Museum of the San Rafael is getting a new exhibit up with the grant they received. This grant also is helping to find location for the pioneer things that was housed in the old city hall. A local citizen from Emery is looking to renovate the old yellow church in Emery. Adriana told her that if they put in a pioneer exhibit they could apply for museum grants that allow for capital improvements. So we might see some of the pioneer stuff get moved there.
John Welsey Powell museum is having its Hall of Fame dinner on the 28th.
- e) **Expos:** Utah Tourims office convention next week. October is the Utah Office of Outdoor Rec Summit in St. George. There will be 6 people on the Board going. Quartzsite is also coming up. It's a very big show. Mark H. is usually the one that does that show but he passed away, which has unexpected and very sad. We are looking for someone to go down there.
- f) **HUB:** We haven't talked to HUB in awhile, but if you can get on our website and see anything that needs to be changed or edited please let us know.
- g) **Event Coordinator:** ATV Jamboree was a success. Joes Valley Fest has a lot of media coming this year. Melon days is coming up, which is maxed out vendor wise. They are expecting lots to be there. We are also throwing around the idea of creating a river festival here in Green River.
Robin said they are moving forward with Cowboy Days. It's November 2nd. It includes 4 main events, Cowboy action shooting, horseshoe tournament, a BBQ and then a concert.
The 3rd annual Green River Bird hunt is coming up and will be a neat event for a good cause.
- h) **Community Awareness:** Nothing to report.
- i) **Grants:** We have a lot of final reports that need to be done for grants that we have given out. As far as grants that we have received, there are 3 grants outstanding.
- j) **Newspaper/Media/PR:** There have been quite a few EC citizens that are not happy with the newspaper because very little is being covered on Emery County's end. Adriana told the Progress that we would do our part to work with them and get Scottie leads on stories or things that we might want to mention in the newspaper. Adriana asked us all if there is anything we want to put on the list to hand to the newspaper; Melon Days, The Bird Hunt, ATV Jamboree, Billboard for towns, River runner Hall of Fame Dinner at the John Wesley Powell museum, new Board members, looking for Quartzsite volunteer.

10. Discussion of Old Business: Nothing

11. Discussion of New Business: Nothing

12. Adjourn – Travis mad a motion to adjourn with a second from Penney. Thank you for coming!