MINUTES

Emery County Travel Bureau

October 14th, 2021 11:00 am

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.
https://zoom.us/j/97457546977?pwd=SEty0Uh5SGF2TjVZN21BdHVlUEFTZz09
You can also dial in using your phone.
United States: +1-669-900-6833 ID#97457546977
+1-253-215-8782 ID#97457546977
Meeting ID: 974 5754 6977
Passcode: 036517

ATTENDANCE:
Board Members: Danny VanWagoner, Maria Sykes, Travis Bacon, Doug Stilson, Laurel Magnusen, Larry Johansen
Staff & Event Coordinators: Adriana Chimaras, Natalie Olsen, Amanda Leonard, Kent Wilson
Excused: Kolton World
Guests: Katie Boue
Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: September 2nd, 2021:** Larry made a motion to approve the minutes with a second from Maria.

2. **Discuss/Approve/Deny Utah.com Business Co-Op:** Last month we talked about the subsidized marketing we do with Utah.com and you all had requested more information. Cody is here to give us that info. Cody talked about Utah.com has been working with Emery County for the past four or five years. The county would pay $3000 and that would help cover half of the cost of a basic listing for 10 businesses and also cover the first 150 clicks. The business puts in $150 and once they reach 300 clicks they would pay for the clicks on top of that. Cody proposes that we do a trial for $7000, anyone can participate in the program at no cost to the business. The first 300 clicks will be covered in this amount. Travis made a motion to approve the $7000 Co-Op program with Utah.com with a second from Laurel. Voting was unanimous.

3. **Discuss/Approve/Deny Utah.com Marketing:** We approved this program with the initial application of the Forever Might Grant funding. We were then alerted to the fact that we did not receive that grant funding and last month we got a smaller proposal that we could afford from Utah.com. Then Adriana got word a week later that funds were reallocated and fully fund every grant this year. Now we are back here again to approve the original proposal. Kent made a motion to approve the original proposal with a second from Maria. Voting was unanimous.

4. **Discuss/Approve/Deny New Booth Material:** Doug made a motion to approve $1800 for booth materials with a second from Travis. Voting was unanimous.

5. **Discuss/Approve/Deny Storage Unit/Carport:** Maria made a motion to approve up to $15,000 for a carport with a second from Doug. Voting was unanimous.

6. **Discuss/Approve/Deny Filing a Resolution to Update Bylaws:** Kent made a motion to go through the bylaws every November, analyze the bylaws and see if there are changes that need to be made with a second by Maria. Voting was unanimous.

7. **Discuss/Approve/Deny Kolton World: Letter of Accommodation for Services:** We are going to sign a letter and thank Kolton for his service.

8. **Update/Approve/Deny Possible Recommendations of the Following:**
   a) **Event Coordinator: Amanda:**
      *Melon Days went great. Robin always does a great job on that.
      * Joes Valley Fest had 300 registered participants and another 200-300 unregistered that came out to support. Because of the Reel Rock film the participation was a higher quality. The clinics filled up easier, the rodeo crowd was great and everyone was more hands on in all of the events. Thanks to all of the board members that came out to support the event.
      *The EMCO Paranormal Con that the museum put on was great. There were about 400 people come to it. There was a very positive reaction to that event. Tiffany did a great job advertising for it and putting it on. They are planning on continuing it.
      * Outlaw Days is coming up. Amanda will continue to help Robin where it's needed.
      *Millsite on Ice is scheduled for Jan 7th and 8th.

   b) **State Parks:** Nothing to Report.
   c) **Trail's:** Nothing new to report.
   d) **Museums**: There was a failed rebrand project for the museum. They have since found another pro bono designer and are having a more successful rebranding project process. The museum board will likely vote on that next week.
   e) **Marketing: Katie Bou'e:** We are nearing the end of the project with Katie. She prepared an audit that showed consistency across the platforms, removal of the playground language, establishing a twitter channel and sustainable growth on our instagram. She is putting together a guide book along with some training for our social media.

f) **Grants:** Got full funding on both of our grants.

g) **Financials:** Financials still look great. TRT Dropped substantially but still double last year and higher than 2019. TRCC up but not as substantial as TRT. It has already surpassed 2019 and is up 97% from last year.

11. **Discussion of Old Business:** Nothing to report.

12. **Adjourn** –Laurel made a motion to adjourn the meeting with a second from Doug.