# MINUTES

Emery County Travel Bureau

**December 2nd, 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=SEtyOUh5SGF2TjVZN21BdHVIUEFTZz09**
**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, Cole Revilli, Laurel Magnusen, Larry Johansen
**Staff & Event Coordinators:** Adriana Chimaras, Natalie Olsen, Amanda Leonard, Kent Wilson
**Excused:**
**Guests:**
**Conducting and Welcome:** Danny VanWagoner

1. **Approval of Minutes: November 4th, 2021:** Larry made a motion to approve the minutes with a second from Travis.

2. **Discuss/Approve/Deny 2022 meeting schedule:** We are looking at moving the day and time of the meeting and discussed a few different options. The final decision was to do June-Aug 11:00 am on the second Thursday and the rest of the months second Thursday at 3:30 except for Jan and that will be the 3rd Wednesday of January at 3:30 pm. Laurel made a motion to approve the 2022 meeting schedule as laid out with a second from Maria.

3. **Discuss/Approve/Deny Funding SAR:** Adriana pulled the minutes from when everyone made the motion to approve the funding and it was approved that we allocate 10% of infrastructure funds for Search and Rescue. The math comes out to $31,963.00. Maria made a motion to approve that amount with a second from Travis. Voting was unanimous.

4. **Discuss/Approve/Deny Amend Bylaws:** The proposed amendments are:

   1. Have three members from the east, three members from the west, one from anywhere and a majority of them have to owners, managers or staff of TRT, TRCC businesses.
   2. To delete the terms of the chair and have them be elected every year.
   3. Put unexcused absences in the bylaws. No more than 3 per year, one per quarter.
   4. Add a line to officers as an alternate member.

   Travis made a motion to approve the amended bylaws with a second from Laurel. Voting was unanimous.

5. **Discuss/Approve/Deny Funding Main Street Business Upgrade/Renovation program:** Maria made a motion to move forward with the Main Street Business Upgrade program with a second from Travis. Voting was unanimous.

6. **Update/Approve/Deny Possible Recommendations of the Following:**
   a) **Event Coordinator: Amanda:** Contract was evaluated and she far exceeded what the expectations were for 2021. The four large events that need to be approved for 2022 are Millsite on Ice, Battle Royale Tournament, Catfish on the Green and The Joes Valley Fest. Laurel made a motion to approve the four large events with a second from Larry. Voting was unanimous.
   b) **Marketing:** Katie said we are wrapping up the social media project. Super excited about hiring AnnDee and getting the social into local hands. Katie wanted to make sure we created ambassadorship with tourists along with the plea of tread lightly and have respect for where you are visiting. We wanted to use social media to encourage visitors to recreate responsibly, to support local businesses and to create that sense of ambassadorship, and feels like that is happening. Katie feels like we haven't gone too far too fast and have gone at a steady pace that will get us to where we want to be at a pace comfortable for us. We decided to go a different route than our logo, "The Playground is Open" and focusing on the language of Keeping it Swell, 'Ppreciate ya, leave no trace, and so on. Just wanting people to know we don't consider our area as a playground, we want it taken care of better than what a "playground" is. We are updating all the print material from top to bottom with the new Keep it Swell messaging. If you would like to help with the editing let Adriana know.
   c) **Museums**: Mike Thurston is the new manager of the JWP museum. He said that they had 15,029 visitors this year at the JWP museum. That is pre-COVID numbers. Adriana invited Mike on to let us know what we paid them for in the year of 2021 and the kind of visitation they saw. Adriana showed us the hours that were worked from the staff and also the amount for insurance, which equaled the amount that was paid to them from the Travel Bureau.
   The museum in Castle Dale is getting an uptick in visitation numbers. Usually their max month was 300 visitors and now it's around 500 visitors per month. That's exciting to see.
   d) **State Parks:** It's off season so numbers are down.

**e)** **Trails:** Adriana talked about the Outdoor Rec Summit which turned out great. The project with PLS has come to a close. Adriana sat down with Myron Jeffs and Chris Nichols. They are both on board with the top 5 projects that PLS suggested.

**f)** **Grants:** Adriana has 6 open grants right now, most of which are coming to a close. Adriana will be helping with the grants. Adriana will be applying for a FIG grant in January. You will be seeing a lot of grant approvals in the new year.

**g)** **Financials:** TRT is up from 2019. 120% above 2020. TRCC is also up a significant amount of money. We have broken $100,000 for the first time ever and we have yet to see the end of the year. Green River TRT also broke $100,000 for the first time ever. It's up 130% from 2020.

**7.** **Open for Public Comment: Limited to three minutes.** Nothing

**8**. **Adjourn** –Larry made a motion to adjourn the meeting with a second from Laurel.