MINUTES

Emery County Travel Bureau

March 10th, 2022 3:30 pm

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, Ren Hatt, Laurel Magnusen, Larry Johansen, Doug Stilson
Staff & Event Coordinators: Adriana Chimaras, AnnDee Mead, Amanda Leonard, Kent Wilson, Jim Jennings
Excused: Natalie Olsen
Guests: Bryan from HUB, Brad Benson-Big Mountain Lodge, Jr. Livestock participants, Tina Henrie-Carbon County Tourism
Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: February 9th, 2021:** Maria made a motion to approve the minutes with a second from Larry.

2. **Discuss Presentation of Regional Tourism:** When it comes to tourism Carbon and Emery County have a lot of blending activities. This is an effort to try and unite the two together across county lines, while balancing the tourism dollars spent in both counties, creating a sense of identity for communities along the routes that tourists would visit. Also thinking about conservation and how do we concentrate visitors to find some activities that have an appropriate amount of exits and entrances to get to the structure, that can handle the capacity of those people, and making sure we are offering a diverse experience for all adventurers who want to come and visit this beautiful area. The loop would consist of Hwy 10, Moore cutoff road, I-70 and Hwy 6. It would highlight both counties.

3. **Discuss Presentation of Go West Summit by Big Mountain Lodge:** Bryan wanted to thank the Travel Bureau for sending them to the Go West Summit. They made a lot of good contacts, sent out information as soon as they got home and invited some of them to come and visit their location to see if it would work for them. No scheduled times yet but hopefully as Spring comes that will happen.

4. **Discuss/Approve/Deny Southeastern Jr. Livestock Show Lg. event Sponsorship:** Larry made a motion to approve sponsoring the Southeastern Jr. Livestock Show as a Large event with a second from Doug. Voting was unanimous.

5. **Discuss/Approve/Deny Leasing the Billboard outside of Huntington:** Larry made a motion to deny leasing the billboard with a second from Ren.

6. **Discuss/Approve/Deny Ratification of Main Street Grant Program and MOU:** This was voted via email. We have enough to pass it just need a motion to ratify it. Ren made a motion to approve the ratification of the Main Street Grant program and MOU with a second from Maria. Voting was unanimous.

6. **Update/Approve/Deny Possible Recommendations of the Following:**
   a) **Event Coordinator: Amanda:**
   *****Hemispheres Ad- We have a quarter page ad coming out in next months magazine. We are using the same ad in the Green River Rocks booklet.
   ***** If anyone has an idea for an event they want to bring to Emery County there is a website you can go to, and there are resources through Amanda. Amanda wants to start advertising these resources to see if we can get more events into our area.
   *****Coyote hunt will be moving to Emery County from Carbon County next year with the support Amanda can provide them.
   *****Battle Royal- Baseball tournament registration is up. We are doing dugout banners for the first 20 teams that sign up. These banners will have The Swell logo on them and will be advertised all over the state for the next year.
   ***** Amanda has been ordering a lot of swag to have on hand, and also for events that are happening.
   b) **Marketing:** Utah.com has experienced a lot of transition. Their management and staff have changed over. We are working with them to make sure that they still follow through with the $7000 co-op that we did for all of the businesses in our area. We are almost done with HUB. Adriana got an overwhelming amount of participation from the community on updates to our Adventure Guide. It was fabulous. Katie, who helped us launch our social media sights, came to the end of her contract some time ago but stayed on with us while we try and figure out what we want to do with our Marketing management. We have talked about hiring an ad agency, and maybe have something in place come next month so we can vote on that. In the meantime Katie will be in Green River at the end of the month and AnnDee and Adriana will be meeting with her so she can teach them how to use the Google Phone.

Film Commission was here again and scouted a few areas. The State has passed funding a rural film commission more and so it sounds like most likely he will be filming a part of the film here.

c) **Museums**: Tiffany: The museum received their Collections Management Software. They are getting trained on that. They have seen an uptick in visitation on the weekends. They are starting to plan for their EMCO Con for October. Adriana shared the rebranding project and is in communication with the designer to design some Rack cards for the museum along with the Museum brochure.

JWP: AnnDee: February Numbers
Adults = 343 Children = 50
From Green River = 38 From Utah = 166
Out of State = 121 Out of Country = 4 Unknown = 64
TOTAL = 393
*Events
-Canyon River Runners Art Show March 5th - 26th (Museum Art Gallery)
Professional and Amateur paintings, sculpture and photography. Artwork from Bookcliff Elementary students pre-6th grade
-Green River Rocks - Rock and Mineral Show April 1-2 (Vendors in Museum Parking Lot)
*Event hosted by EpiCenter Event Info = GreenRiverRocks.com

d) **State Parks: Larry:** Goblin Valley is starting to go into their busy season. They are still working on expanding the campground. It will also expand parking. Green River Golf Course is open. Millsite is ice and water free. Huntington ice is almost gone and is almost full. They met with the contractors for the new restrooms and they should be building them all summer. End date for new bathrooms is September. Scofield is still frozen.

e) **Trails:** BLM says there are more large OHV events than ever before. Depending on how that goes and grows they might reconsider their permitting process. Green River side said it might be great to have Grand BLM sit into our Emery County Trails meetings and gain a relationship with them. They have some outings coming up in case anyone wants to help. Shade structures have been put up at the Swinging Bridge, Fossil Point and South Temple wash. Boat ramp parking has been expanded at Swasey's Beach. There is a plaque and picnic table at the entrance to Little Wildhorse in memory of the 2 girls that passed away last year. We are working with the Forest Service to apply for a UORG grant to do some development in Huntington and Joes Valley. Wayne gave a report on SLOREX. He felt it was a good expo to go to and promote our area. We are still working on an MOU with the Price Office BLM to do a bike trial on Little Cedar Mountain.

f) **Grants:** Right now we are just working on writing the grant with the Forest Service. Doesn't cost us anything financially. The UOT marketing match grant opens a little later and Adriana hasn't started to brainstorm what we might want to use that money for this year. Anything we do with our ad agency we will want to double in payment. Excited for the main street market grant to get going. We have our Swell Utah Trails grant going on. Adriana will send it out for votes in the next couple of days for approval and ratify it next month.

g) **Financials:** We are two months in and 64% up on TRT. That is pretty exciting. Restaurant tax is up 7%. Green River TRT is up 56%. We finally got our closing balance last week from the the 2021 year. Adriana will email them out. It was brought up about maybe relooking at funding a much larger cash portion to the large events that qualify.

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

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