MINUTES

Emery County Travel Bureau

April 14th, 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, Ren Hatt, Laurel Magnusen, Larry Johansen, Doug Stilson, David Sorensen
Staff & Event Coordinators: Adriana Chimaras, AnnDee Mead, Amanda Leonard, Kent Wilson, Natalie Olsen, Tiffani Baker
Excused: Travis Bacon
Guests: Chris Newton, Pam Dansby,
Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: March 10th, 2021:** Doug made a motion to approve the minutes with a second from David.

2. **Discuss Approve Deny Go West Registration and Business Sponsorship:** Laurel made a motion to send Adriana next February to the Go West Summit and also sponsoring a business with the option of saving $200 if committing before April 22nd. They do have the out of pocket expense of travel. There was a second by David. Voting was unanimous.

3. **Discuss Approve Deny Renewal of Go-Utah.com:** Maria made a motion to approve the yearly renewal of Go-Utah for $2295.00 with a second from Ren. Voting was unanimous.

4. **Discuss/Approve/Deny Renewal of Certified Folders:** Maria made a motion to approve the yearly renewal of Certified Folders for $4142.24 with a second from Laurel. Voting was unanimous.

5. **Discuss/Approve/Deny Ratification of The Swell Utah Trails Grants:** Ren made a motion to approve the ratification of The Swell grants with a second from Larry. Maria abstained, the rest was a unanimous yes and approved.

6. **Update/Approve/Deny Possible Recommendations of the Following:**
   a) **Event Coordinator: Amanda:** This is a busy month for Emery County.
   *This side The Swell Jamboree and Poker Ride is next weekend. Green River side had Green River Rocks. It was a great success.
   * The Watermelon Crawl took place last weekend. They had 300 machines, no complaints from the BLM.
   * The Dirt Bike Rally started today. They are expecting hundreds of people for that.
   *Amanda has been working on getting quotes to do an ad in City Weekly in the Salt Lake area. It's a good way to use the UOT finding
   *Amanda has the pavilion scheduled and support letter from Nathan for the Green River State Park for the Cat fishing tournament. She should be able to start advertising that in the next few weeks.
   *Amanda did an ad with KZMU.
   *Permits with the BLM have increased substantially. The new fee is $6 per person, per day. Maybe we can look into that and see if there is anything we can do.
   b) **Marketing:** The new magazines will be delivered here Monday. The BLM has decided they want to contribute to our maps so those are a little further out. Right now GIS is talking to the BLM about those. Our new website is launched. There are some edits that still need to be made so if you catch any of those let Adriana know.
   *Adriana is still working on a RFP for an Ad agency.
   *DMA West Tech Summit was incredibly educational. It was really nice to go this year but for future years it might not be worth Adrianas time. It did get into the nitty gritty of data and tech for marketing, maybe a little too in depth for what we need right now.
   * We are officially done with Katie. She did do some training with AnnDee.
   c) **Museums**:
   *San Rafael Museum: Tiffani: Starting to see our Utah people return to the museum. The museum made almost $2870 over Spring Break holiday. Visitors to the museum is picking up. Adriana said the Board did vote to use some of their funding to create a new brochure design which then can carry out to any print material they do.
   ***JWP**: Upcoming events and displays-
   Pinnacle Canyon Academy Student Art Show, on display through the end of April, and Deborah Hughes' exhibit "Footprints of Water" through June 11.

Also planning to hold a River Writing workshop led by Nan Seymour on May 6, and a film screening/panel discussion of Powell 150 "A River Out of Time" on May 21. I am still working on these items but you can register for the writing workshop here: https://riverwriting.com/events

Numbers for March.
Keep in mind this reflects an increase in usage of the museum's lecture halls for events.
Local Visitor = 315
In State Visitors = 457
Out of State = 551
Out of Country = 45
Unknown = 199
March TOTAL = 1,567 visitors
TOTAL for year = 2,284
TOTAL at this time for 2021 = 1898

d) **State Parks: Larry:** Huntington's new restroom start date has been moved back into June. Millsite is up and running. The campground, restrooms and showers are open. Larry doesn't know if the water is up to the boat ramp. Goblin Valley is getting busy and is expected to be full Easter weekend.

e) **Trails:** The Back Country Horsemen and helped the Historical Preservation Committee put up new signage out at the CCC camp at Willow Springs. The BLM is still waiting for the paid camping to take effect.
The San Rafael Desert is going through a route evaluation. There is some sueing happening on open routes. A lot of trails are being evaluated.
Les is proposing that we partner with the BLM in marking trails with different colors for biking trails, walking trails, ATV trails, etc. Little Cedar Mountain Bike trail is coming along. The NEPA for that is coming along, we are just waiting for a trails grant to open in June or July to get funding to help with the Trial.
Old Spanish Trail has done quite a bit of work**.** They have put some silhouettes out at the Rochester panel and other panels with QR codes including the one that is at the museum so you can download the story road map and enjoy the Old Spanish Trail.
Jurassic National Monument is putting in 3 life size sculptures of Dinosaurs and more trail development there.
Kent wants to put cameras at the petroglyphs with signs about punishment for vandalizing. Adriana did meet with the grad student who did research on what people respond to as far as respect archeological sights. He is helping to put some collaboration meetings together to identify 10 sites and figuring out ways to protect them, including signage, cameras, updating existing things, verbage, marketing, education, etc. AnnDee is helping Adriana with that project.

f) **Grants:** Adriana has officially closed 2018 and 2019 for marketing grants. Working on closing out the Google Utopia 2020 stuff. Just waiting for some ROI's to come back on that. Adriana worked on a grant with the Forest Service. Most of the match is coming from Forest Service. Really hoping on putting more into trails. This year there wasn't a grant for us to put a lot of money into as far as trails. Hopefully next year will be different.
The Main Street Business grant has had some applications come in with amazing projects**.** Adriana is really excited to see the money go to these great projects.

g) **Financials:** TRT is still extremely healthy. Green River is up 47% but the County as a whole is up 55%. TRCC is down for whatever reason. Doesn't make a whole lot of sense. Maybe it's from the few restaurants that closed in Jan. and Feb. Resort Community Tax is up as well. All of the financial reports are in the packet. Let Adriana know if you have any questions on the financials.

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

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