

MINUTES

Emery County Travel Bureau

July 14th, 2022 11:00 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=SEtYOUh5SGF2TjVZN2lBdHVlUEFTZz09>

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, Doug Stilson, Larry Johansen, Maria Sykes, Ren Hatt, Travis Bacon

Staff & Event Coordinators: Adriana Chimaras, AnnDee Mead, Amanda Leonard

Excused: Cole Revelli, Travis Bacon

Guests:

Conducting and Welcome: Danny VanWagoner

1. **Approval of Minutes: June 9th:** Doug made a motion to approve the minutes with a second from Larry.
2. **Discuss Ad Agency Contract:** It is still sitting with Commission. The award was approved from the RFP process but the Commission decided to table the approval of the contract, and then took it off the agenda for the next meeting. Adriana did make them aware they cannot just take off something on the agenda when it has been tabled. It was put back on the agenda. It has been being tabled ever since. Adriana did approach the County Attorney to see if there was anything that needed to be updated on the contract that she could help with. The County Attorney said because of the election things were moving slowly and to be patient. Adriana did say she would check back every week or two. Adriana apologized to the ad agency about the timeframe and has been working with the Ad agency on the grant. They also helped her with the ROI and preparing for the interview and said they wouldn't bill us for that.
3. **Discuss/Approve/Deny/ Cowboy Memorial Rodeo:** Maria made a motion to approve sponsorship of the Cowboy Memorial Rodeo for \$3000 with a second from Travis. Voting was unanimous.
4. **Discuss/Approve/Deny Allowing COG to decide City payments for Granicus:** Maria made a motion to allow COG to decide City payments for Granicus with a second from Travis.
5. **Update/Approve/Deny Possible Recommendations of the Following:**
 - a) **Event Coordinator: Amanda:**
 - *The next few months are going to be crazy. Amanda ordered specialty pins that the Emery and Eastern Baseball teams will take with them to California to hand out.
 - *Everything is coming along for the Baseball Tournament and the Catfish Tournament that is coming up
 - *Joes Valley Fest registration will open up August 1st.
 - *Making sure upcoming events are getting the sponsorships they need to support them.
 - *Special thank you to the Board for the support.
 - Robyn-**
 - *Melon Days is coming up. Park is full
 - *Outlaw Days is coming in November and it looks to be the biggest year yet.
 - b) **Marketing:** AnnDee has been doing a great job doing the work until the Ad agency gets hired. Adriana did do the interview for the COOP grant and it went really well. It was nice to sit with VistaWorks and think through the ROI.
Museums: Adriana San Rafael Museum: Visitation is stable. Still working on collections very diligently for the pioneer room. They are working on a new website and brochure with their new branding. They are also instating yearly memberships. They do have 2 board positions open if you knows of anyone that would like to apply.
JWP Museum: Things are going great at the museum despite gas prices. They are a couple hundred up from where they were at this time last year and 1,000 visitors higher year to date from 2021. There is a new director starting next month. Janette Smoke is her name. She has over 20 years experience in the museum field. The artist exhibit is currently going on in the art gallery. The River Run Hall of Fame is October 1st.
 - c) **State Parks: Larry:** Chris Nelson was selected as the new manager for Millsite Huntington and Scofield. He has been with Parks for 2-3 years. They opened the bids for the new restrooms at Huntington. The bids were all significantly higher than what was budgeted for so they are trying to find more money to do that project. Until they can do that, they project is on hold. Millsite level is up to what the old spillway use to be.
 - d) **Trails:** They still don't have Myrons position hired. Adriana has plans to go to Moab tomorrow and meet with their BLM office. Trails has been doing site visits to places that have kiosks with no interps. and getting interps. Temple Mountain

campground is expanding. They are almost done with the NEPA for the mountain bike trail on Little Cedar Mountain. They have YCC crews on the forest. July 16th there is an Arapeen trail cleanup on the forest. We are having a little garbage dumping problem at the Buckhorn Info center so we are working on making some maps that show dump sites for trailers, garbage and gas. Maria said Swasey's Beach is having a huge issue with garbage as well.

- e) **Grants:** Adriana is very hesitant to apply for any grants because she is still waiting for a commissioner to sign the contract for the restoration grant that we did with the forest which is \$150,000 grant. Adriana is checking in with Commission every week but so many delays.
- f) **Financials:** Adriana said we are doing great. We are up County TRT 50% from last year. Visitation and spend is good. TRCC for the County is not looking super great. A lot of restaurants are minimizing their hours. We are seeing that across the board. Adriana thinks us being down the 12% is staffing related issues. Green River doing great things. They are up 47% on their TRT. Their Resort is up 20% so general spending is up. Our reserve is growing. There are a couple categories that are over budget but we won't be over budget by the end of the year. We will just shift funds to different line items. The commissioners requested that a transfer for Police Department Wage increase be put in our budget without the Board approving it.

- 7. **Open for Public Comment: Limited to three minutes.** Nothing.
- 8. **Adjourn** – Ren made a motion to adjourn the meeting with a second from Travis.