MINUTES

Emery County Travel Bureau

September 8th, 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=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, Larry Johansen, Maria Sykes, Ren Hatt, Cole Revelli, Laurel Magnusen, Doug Stilson
Staff & Event Coordinators: Adriana Chimaras, AnnDee Mead, Amanda Leonard, Natalie Olsen
Excused: Travis Bacon
Guests:
Conducting and Welcome: Ren Hatt/Danny VanWagoner

1. **Approval of Minutes: July 14th 2022:** Maria made a motion to approve the minutes with a second from Laurel.

2. **Discuss/Approve/Deny USA Today Texas & SW Travel Guide Advertising:** Everyone thought it would be a great place to advertise. Maria stated that if Adriana and the ad agency have time tomorrow to get the content in that we have agreed on as a board in the past as in terms of recreate responsibly and sending people to our assets that are ready for this sort of visitor ship than she makes a motion to do a full page ad with USA Today with a second from Cole. In the voting the majority was against the ad and the motion didn't pass.

3. **Discuss/Approve/Deny/ Outlaw Days Sponsorship:** Robin said this is the fourth year of doing Outlaw Days. It has been well attended. Most participants stay at least one night in the area. They do qualify as a large event. Maria proposes that we sponsor Outlaw Days for $2,000 with a second from Laurel. Voting was unanimous.

4. **Update/Approve/Deny Possible Recommendations of the Following:**
   a) **Event Coordinator: Amanda:** She plans on getting an official review of how the events went in July, August and September.
   *****Catfishing tournament was great. Lots of big fish. Amanda will get numbers and surveys next month to the board.
   ***** Battly Royale tournament had a great turn out. There were 17 teams.
   ***** ATV Jamboree is happening. Amanda hasn't heard from Wayne Pahl so assumes things are going well with that.
   *****There is a new event that Amanda wants to support annually, its called Roughies in the Swell. It's a mini bull riding competition for youth. Amanda provided swag and also t-shirts and western wear that they are required to wear at World with the Swell logo on it.
   ***** Joes Valley Fest is in two weeks. The schedule is updated on the website. Everyone is invited to come to whatever events they would like to.
   *****EMCO Paranormal Con is coming up the first weekend of October.
   Robyn-
   ***Melon Days-** It is full with vendors. The parade is going to be big as well. Pre Covid numbers were about 5,000 people and Robin is expecting to have those numbers again this year.

   b) **Marketing:** Nothing for marketing.
   c) **Museums:**
   *JWP: Janet Smoke came and introduced herself. She is the new director for the JWP museum. Right now all attention and activity is pointed toward October 1st. It is the Hall of Fame induction ceremony and dinner. It hasn't been held since 2019 so not quite sure what to expect. Maria is wondering if we can put the museum numbers into a chart to look at month to month. AnnDee said she will work with Janet to get something put together.
   *San Rafael Museum: Visitation for the month of August was 403, which was up from last year at this time. The museum is pretty slow right now. EMCO Paranormal Con will be happening October 7th and 8th.
   d) **State Parks: Larry:** Everyone survived Labor Day weekend. All of the parks were booked. Goblin Valley is still pretty busy but that other parks are slowing down. The Huntington State Park bathrooms are on hold, the bids came in higher than expected. Public Lands meeting next month will be held at the Goblin Valley State Park, if you would like to go RSVP to Jan. They are starting to mark snowmobile trails because we are all hoping it snows.
   e) **Trails: AnnDee:** The BLM is starting the Cane Wash project on September 19th. They just finished the parking lot at Willow Springs for the Historic project. The BLM and Historical Society are meeting together on Sept. 14th to work on some signs for different sights. They did an onsite for Little Cear Mountain. Terri from the Trails crew wanted to say a big Thank you to Adriana and Jim for representing the county during that meeting. The BLM was very grateful to have us out there

during that meeting and to also be working together on that trail. Adriana has applied for an IMBA grant for that trail and should be hearing about that in October.
The Forest has been spending a lot of time grading and clearing the drive over to skyline. The Backcountry Horseman have been working to replace the bridge at Josephite Springs first thing next spring. That is also one of the projects that we helped fund through the Trails grant program so we are excited to hear it moving forward. The Arapeen Jamboree started yesterday. They had about 35-40 machines registered. We have new OHV Trails maps so come and get some if you need them.
Adriana showed the progress Epicenter has done with the grant that was awarded to them for Pearl Baker Park.
As far as the NICA race course with the Athena trail, the Grand BLM gave us an official email saying in their opinion it is not worth pursuing**.** Adriana has sat down with the Price BLM for some other options and they are willing to work with us to find somewhere else but might take quite a long time. They recommended looking into SITLA and other private parcels, maybe something a little closer to town.
AnnDee mentioned that we awarded The Backcountry Horseman two separate grants and they have finished up their second one which was to place boulders and doing trail and campground work out in the Swell in the recreation area. It's a two year grant that they knocked out in six months.

f) Grants: Adriana said we did receive the Utah Tourism Marketing grant almost in its full capacity. She thanked Vistaworks for working with her to get all of the ROI numbers right. The FIG grant that we use for Trails equipment has moved from quarterly to bi-annually. The Utah Office of Tourism has created new grants with the EDA funding that came in last year. It might be a great funding source for Green River to build an event venue, which has been talked about for quite some time.

g) Financials: County TRT is up 12% YTD although this month in comparison to last month was slightly lower. Adriana said it looks like we had a busier beginning of year and we are seeing a slower plateau through the summer in comparison to last year. TRCC is down 16% but it's up from 2019. Still really healthy. Green River's TRT is up 9%. Green River's Resort Tax is up 7% which is just from their general sales tax revenue. Adriana has attached the financial report if anyone has any questions on that let her know.

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

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