



Meeting called to order at 4:00 PM on February 14, 2023 by Lenise Peterman.

Approval of January minutes.

January meeting minutes motion to approve by Lenise Peterman, and second by Barbie. All in favor. Motion passes.

Attendees: Lenise Peterman, Scottie Draper, Paula Ingram, Becky Driggs, Shanny Wilson, Angelo GOPHER Kiahtipes, Tina Grange, Shanny Wilson, Casey Hopes, Adriana Peay, Steve Maxfield, Barry Horsley, Athena Robison, Anna Wilder, Paula Ingram

Excused- Barbie Haeck

Not Excused-

City Updates.

Layne Miller requested to add an additional day to International Days due to the feedback on last year's vendors. The Renaissance Fair dates have been moved to the last weekend in April.(Previous year was May). Layne stated there are up to 35 vendors already committed to the fair as well as much excitement. The state wants to take their members up to 50 people and show off some outdoorsy places within the state. Range Creek was suggested, but Layne was concerned about the abundance of traffic that would bring to Range Creek, So Lane suggested 9 Mile instead and they could stay in Price rather than Green River due to the change in location. Casey asked about the lunch plans for the State group, but Layne was unsure if any plans were made.

Upcoming Events

Helper- Saturday February 18. Lapdog played at the Rio. Show begins at 8PM.

North Spring updates

Possible improvements to North Springs roads. Lenise suggested a road study to highlight the worst area. USU has a road assessment group that will bring students out to do the road study.

Shanny connected Aubrey to HUB, the advertising agency to help advertise for North Springs and possibly help write grants for them. Analytics show outsiders are coming to North Springs more than locals, so advertising would be beneficial. Concern was brought up about the waiver and how to effectively get them signed without long lines or stacks of papers. Tina recommended that waivers be included in the registration packets electronically such as a google form. The board acknowledged the movement regarding North Springs. They recommended creating some campsites along with picnic tables to encourage visitors to stay longer and make the area more inviting. Tina suggested that a fee be charged for the sites to bring in revenue.

Tourism Digital Kiosk

The kiosk has been installed. It reflects the information on the Carbon Corridor part of the website for visitor information. Everyone has the ability to take the information with them via a QR code. There was a question asked on how to provide more kiosks in different locations. The cost of other locations would be approximately \$600-\$900 per location according to IT. The idea of ownership and responsibility would fall on the County and will have the ability to control where to put each Kiosk at any given moment. Discussions were held about where to put each Kiosk. Tina talked about creating a pilot program and choosing where the first few kiosks should go. Tina suggested selling ad space on the kiosk to help recoup the cost, but that idea was investigated and found that malware ads provide a risk. Tina suggested that a plan be created and proposed to the next meeting regarding the Kiosks. Tina asked if there was a board member that would like to work with Steve and Barry. Athena agreed to help as well as Shanny and Casey occasionally or as needed.

Kiosk Agreement Updates

Referencing 9 Kiosks that were paid for last year. Three have been installed at Sinclair, Market Express and Helper. Out of the 6 remaining, one was designated to the Fairgrounds, NorthSprings, Maverick, USU Eastern, Wellington. Maverick and USU are under contract to receive a Kiosk. There was an idea to give Wellington their kiosk but no final decision was made

Sign Edge

All posts have been made for the wayfinding. They have to make the signs, then installation is due to happen in the spring.

Grants VS Reserve funds

Since 2018 Tina has applied and received \$228,486 in grant funding and grant assistance. Since 2018 we've gone over our projected budget by \$624,456. Which is a part of our reserves. There are potential grant applications to apply for. One of which is to cover the Scofield on ice tournament. She broke it down to a \$10,000 ask, which would be \$5,000 from us and \$5,000 from the office of Tourism. Sadly Tina had to put that on hold due to Chris Nielson leaving State Parks and moving to Deer Creek, so we have to wait until there is a replacement for his position.

Phase two of Roundabout

This partnership between Carbon County and Emery County is designed to create that Utah hidden loop. We've talked about hiring two Vloggers. One would be an outdoor recreation person either traveling by van or that lifestyle. The second Vlogger would focus on Golfing, so the two golf courses that are mentioned in the loop can be covered. We would then take their content to do youtube ads once received. Participating businesses could have window decals. We have talked about a bounce back Golf pass. Visitors could Golf at one Course, stay the night and visit the other course, they could get a discount on lodging. This has just been a conversation. No details have been established. This could possibly turn into a partnership with Emery county, with or without grant funding. Commissioner Hopes reached out to the new Commissioner Jensen. Jensen met with the Casey, Tina and Shanny. Tina and SHanny reached out to the new interim director for Emery County Tourism. Tina contacted all the Mayors in Emery County to make sure everyone was still on board with the Roundabout. Emery county is excited about the project.

General Grant

This grant would continue partnership with Zartico which is the data analysis company we've signed up with. Its \$22,500 which would not be paid until January 2024. A continued partnership with Geocaching for our SPX Geo tour which would be \$5,000. That would also be paid in January of 2024. For a total of all three applications it is \$47,500

Tina shared her ideas with the board on what we could possibly use reserve funding for. To acquire two regulation baseball fields to host baseball tournaments that will increase overnight stays and look at applying for the outdoor rec grant in 2024. Aubrey with the CERCUT is hesitant of adding baseball fields

Improvement to current sporting facilities lighting, new pitching mounds, benches, paint projects, improvement to the ice rink, hiring of an on-call concession staff for events.

Tina created a conversation to possibly use reserve funding to pay off the loan for the event center or take it over, so we can start making money at those entities. Specifics are unknown Improvements to the range, examples- Improve the campsites, add appropriate signage, group sites with large fire rings, road improvements, electronic POS for purchases, liability waivers, going electronic no more paper waivers. Design and install a shopping corner inside the main cabin for merchandise. Turn the space into an actual lodge that sells food and merchandise. Find a lodge sponsor or create a gun club that could help with volunteer projects and events at the range and that would be an active board who meets monthly to discuss potential events and projects, educational opportunities and will assist with finding and writing grants for the range and who will have a representative to report to the board.

One year cushion would stay in reserves at all times for an emergency. One example would be \$250,000 as we can't predict the future. Something worse than COVID could happen, so we should always stay prepared and not spend all of our money. Statute says that you can not have more than 50% more than your previous year budget.

Tina proposed to Commissioner Hopes that we hire a part time or contracted Public lands trails coordinator position or a firm, on a two year contract. This would help us move our destination development with our trails forward. They would oversee our trails projects. We would allocate funding for grant matches. This person would help with trail projects and continue efforts made by NPS that we started. This person will do community outreach to connect with local user groups and assist with any grant writing. Possible city revitalization grants that are focused on improvements that would benefit the tourism experience. Purchase of new vehicle to be used for tourism to be used for FAM tours and hauling of trade show equipment. Transferring the current vehicle to be used at the gun range.

Any future overages from restaurant tax suggested we would put that into the general fund to be used as needed for roads, police, search and rescue and waste management. Any future overages of TRT aside from the cushion will be used to devise a plan for projects and maintenance. Final thoughts, DO we continue to apply for grants or use our reserves as needed, Do we begin to come up with a plan on how to spend our reserve funding?

Commissioner Hopes stated, because the state is so well attended by tourists, grants are almost given out freely. He recommended we continue to write grants to offset our dollars. Mayor Peterman echoed the thoughts made by Hopes.

Public Art Grant

Applications launch March 1st. Tina asked who wanted to score the applications. The majority of the board agreed to score the applications. Deadline for the applications is April 15.

Motion to Adjourn: Motion to adjourn was made by Adriana Peay, Second by Paula Ingram. All in favor, motion passes. 5:15 PM

Meeting minutes approved by the board on April 11, 2023