



August 8, 2023
TAX ADVISORY BOARD MEETING MINUTES

1. In Attendance: Lenise P, Becky D, Mequelle W., Athena R., Anna W., Angelo K., Mike K., Casey H., Amy J., Scottie D., Barbie H., Shanny W., Tina G.

Not present: Layne Miller, Adriana Peay

2. Motion made by Angelo K. to approve May and June meeting minutes. Second by Athena Robinson. All in favor. Motion passes.

3. Welcome Mequelle, She said she is a lifelong resident of CC and manages the Country Club. After Tina reached out, the Board of Directors thought it was a great idea to participate in the board and she is happy to be here. She will be replacing Paula Ingram and finishing out her term which ends in December of 2024.

4. Price City: Mayor Mike would like to talk about the Drone show and get some feedback from the community to see if they continue with this type of show. Has received calls and messages regarding the turnout. Had great attendance and max vendors. Said it was a good turnout and Layne will be able to give a better report at the next meeting. He said there was a drone flown to see how many people were from out of town and locals and that is the type of stuff Megan their new Event Coordinator can help with. Tina mentioned that Zartico reports can be used to help with reporting for events. Tourism uses that service for marketing and tourism growth purposes. Amy asked how they can access those reports and Tina asked her to send an email requesting the specific information they would want. She wanted to know about the NICA races coming up ? Could they get the reports showing the outcome from the event? If they send an email Tina will look at getting the reports together for them to take a look at if Amy sends the request through email. Shanny reported that Intl Days was great. Everyone echoed that the event was great for those that attended. Barbie said they were there Fri and Sat. She said the park was beautiful with no garbage. Cans were emptied and overall it was a great event. Loved the Drone show too.

Helper-Mayor Peterman reports. August 17 Main Street Stroll as part of Arts Festival. Giving away a \$500 giveaway to those 18 and older who enter. Aunt Nell's providing the food. Businesses and galleries that participate are encouraged to have offerings as well. The Helper Arts Festival is set for Aug 17-20th.

Wellington: Not present

East Carbon: Not present

5. ~Aubrey is busy with the fair but called Shanny to let her know to encourage everyone to come to the fair and she is sorry she can't be here today. Nothing to report at this time.

6. ~Mayor Mike invited Amy Jespersen, council member to talk about the history of the Price City wayfinding project. She explained that a committee worked together that included members from the college and the city. The college was generous to use their resources to help with the process. The college was spending their money on it and expertise so instead of hiring someone, they worked directly with the college to come up with the concept and design. Greg Dart and Greg Mathis spent an entire year on traffic studies and design concepts. They wanted their logo and their colors on the signs because of their extensive involvement and they were also helping to fund the project. Mike explained that he thought it was important for the board to know why they went the way they went and that the process was started before the Carbon Corridor came out with their branding guidelines and concepts. Amy reported that the signs were designed by Peczuh but not made of quality materials that would uphold in weather and wind conditions. Same with the poles that held the signs and that is why they've had so many issues with them falling or being damaged. They are looking into possibly redoing the signs all together or just using better posts for the current signs. Amy said if the board wants to consider helping pay for the signs they would consider using the Corridor branding but would not want to follow the branding completely because they would want to use the Price City blue and make them "similar" but not exact to Helper's and the County's. She asked how much the county project cost and Tina explained had she known that they were going to ask the board to consider funding the changes she could have prepared and brought that information along for the meeting. Angelo asked if they have an example to share of the new signs they are proposing? Amy answered no but that they could get something together for the next meeting to review. Lenise said the board would need cost and an example of what the signs would look like before the board would consider using tourism dollars to help fund the project. Shanny asked if the city would also be putting in money towards the signs. Amy said yes. Price City will get the information together and present it at the next meeting. When Shanny asked the mayor if he wanted us to put him on the agenda, he said he will consult with Layne Miller first since he is the city rep on the board.

7. ~Shanny said she received a call from Geri regarding their Public Art Grant mural that was supposed to go on the brick walls of the Peace Gardens. The original location is not going to happen but that they would like to propose a second location. Pierce Oil Gas Station across from the jail on main street. Discussions have taken place with Ellis Pierce. Also a new design is being proposed as well and they wanted to get some feedback from the board to see if they

could get approval to change the location as well as the artwork. Barbie asked what happened to the original plan? What changed? Amy said that the council wasn't involved with making the decision. Mayor Mike met with council and based on their feelings of the project, he didn't want to divide the council because they didn't want the mural on the city owned building. Tina asked to address the board and voiced her concerns that the council wasn't consulted before the application was submitted. We assumed that all the work had been done. The application was scored based on the information in the application. 75% of the money has already been issued and the deadline has already passed so should we make a concession for Price? According to the application, the building owner approved and the artist had been chosen. The building owner was Price City and we received a signed letter from the Mayor approving the project. She would like to board to keep in mind, if we make a concession for Price City we may have to do it for another applicant. Barbie asked how much the new project will be but Mayor Mike didn't know. She said it looks like a far less expensive project. Lenise suggested that the city come back with some facts including new costs as well as proof of permission from the building owner. Becky in her opinion thinks that the design presented isn't Carbon Corridor or tourism related and that with this design she feels the project should be paid by Price City and the University. . Tina read the guidelines to the group that the ultimate goal is to promote the Carbon Corridor as a destination and that she is not confident that the new art rendering does that. Angelo asked "why can we use other funding? and that it doesn't necessarily have to be from the art grant does it? Lenise suggested that they come to the next meeting with more details and that the board could look at it then and possibly make a decision based on the information that the city brings for review. It was agreed that we review for recommendation at the next meeting.

8. Helper Museum Kiosk Funding.....Tina Grange, Specialist

~Tina talked about the changing of the current panels as a prior agreement between tourism and the museum that stemmed back to the old Director, Shalee Johansen. The panels are in bad shape and tourism replaced them back in 2017. The information is worn and not up to date. The roof is in bad condition as well so we reached out to Flawless Sheeting for a bid to replace the current wood/shingle roof with metal roofing instead. The cost is \$4,037.39 and Mayor Peterman said that they can find funding for half the cost. Tina asked the board for approval to pay half the cost \$2,018.65 with tourism infrastructure monies. It is already agreed that tourism will pay for the replacement of the panels due to the prior agreement that tourism and the museum has had in the past but that we needed to look at getting board recommendations to replace the roof.

Motion by Angelo K to approve to fund half the cost of the roof. Second by Athena Robinson.

8. Transient Room Tax Statute Update.....Christian Bryner, Attorney

~Update. We can no longer use TRT to fund Economic Diversification Activities. As we know $\frac{1}{3}$ can be used to fund Brick and Mortar projects and the other $\frac{2}{3}$ has to be used to establish and promote tourism, conventions, museums, sport facilities, solid waste management, road repair, search & rescue, and public safety. Each county can tax up to 4.25% cities is 1%

9. ~Mayor Mike asked where the city is with their kiosks? He remembered there was some discussion but that was it. Tina reported no agreements have been presented to us to have a kiosk in Price City. She encouraged Mike to work with his council to find a desired location for an outdoor kiosk and once he has approval from council in a public meeting, to contact our chair Lenise Peterman. She is the contact for the kiosk project and she will get him an agreement to start the process. Mayor Mike let the group know that they just found out that the charging stations have the ability to advertise so if the county is interested in doing any advertising "for the cost of a mural" they could look at that. Tina said that we already get free advertising with the public art grant murals because our logo is required to be there.

Motion to adjourn the meeting at 5:07 pm was made by Barbie H, Second by Athena R. All in favor. Motion passes.

Meeting minutes approved October 17, 2023 Motion by Barbie Haeck to approve, Second by Mequelle Woodruff.