

TOURISM TAX ADVISORY BOARD
SPECIAL MEETING MINUTES, JULY 13, 2023

Commissioner Victor Iverson called the special meeting of the Tourism Tax Advisory Board of Washington County to order at 2:30 PM on Thursday, July 13, 2023, via Zoom. Those in attendance were: Tourism Tax Advisory Board: Commissioner Victor Iverson, Dorothy Heers, Tracey Welsh, Brett Burgess, Nate Wells and Ken Neilson. Others in attendance include Deputy County Attorney Steven Scott, Tourism Director Brittany McMichael, and Tourism staff members Joyce Kelly, Sara Otto and Jamie Allen.

WELCOME

Commissioner Victor Iverson welcomed all in attendance and determined that a quorum existed for voting on action items.

CONSIDERATION OF FUNDING REQUESTS:

- **Dixie Convention Center Master Planning**

Ms. McMichael explained that the Dixie Convention Center has increased business and has reached “beyond capacity” status and, as such has had to turn away numerous events and meetings or utilize outdoor space to accommodate larger groups. She stated that a master plan is needed to plan the future of the Dixie Convention Center. Ms. McMichael explained that the Dixie Center board requested that we contract with an architecture planning and interior design firm to create a master plan detailing the space expansion and improvements needed for the Dixie Center to continue operating. The proposed cost for this plan is thirty-six thousand, six hundred dollars (\$36,600.)

MOTION: Motion by Brett Burgess to Recommend Funding as Presented.
Motion seconded by Tracey Welsh and carried by a unanimous vote.

- **Winter 4 x 4 Jamboree**

Ms. McMichael explained that the Desert Roads and Trails Society is seeking twelve thousand dollars (\$12,000) in reimbursement funds for marketing its January 2023, Winter 4x4 Jamboree event. The event generates approximately three million three hundred thousand dollars (\$3,300,000) and has grown about ten percent (10%), year over year.

MOTION: Motion by Brett Burgess to Recommend Funding as Presented with the
Motion seconded by Dorothy Heers and carried by a unanimous vote.

NEXT MEETING

- Fall funding requests

The next meeting will be held on August 24, 2023.

Minutes prepared by Jamie Allen
Adjourned at 3:19 PM