

TOURISM TAX ADVISORY BOARD
MEETING MINUTES DECEMBER 7, 2023

Tourism Director Brittany McMichael called the meeting of the Tourism Tax Advisory Board of Washington County to order at 11:00 AM on Thursday, December 7, 2023, in the Greenspring Board Room of the Dixie Convention Center, 1835 Convention Center Dr., St. George, UT. Those in attendance: Tourism Tax Advisory Board: Dorothy Heers, Brett Burgess, Kevin Smith, Nate Wells and Ken Neilson. Others in attendance include Deputy County Attorney Steven Scott, Commissioner Gil Almquist, County Administrator Nicholle Felshaw, Springdale Town Manager Rick Wixom, Tourism Director Brittany McMichael, and Tourism staff members Sara Otto, Jamie Allen, Leslie Fonger and Heath Hansen.

WELCOME

Tourism Director Brittany McMichael welcomed all in attendance and determined that a quorum existed for voting on action items.

MOTION TO MOVE AGENDA ITEM #9 TO ITEM #2

MOTION: Motion by Tracey Welsh to move item # 9 to item #2 on the agenda for the Convenience of the presenter.
Motion seconded by Kevin Smith and carried by unanimous vote.

CONSIDERATION OF DESTINATION DEVELOPMENT REQUEST

Springdale Town Manager, Rick Wixom presented on the Town of Springdale's Gathering Plaza project and its request to re-allocate previously awarded tourism funds from its previous History Center project.

MOTION: Motion by Ken Neilson to transfer previously allocated funds of three hundred and ninety thousand dollars (\$390,000) from the Springdale History Center Project to the Springdale Gathering Plaza Project with the condition that the Greater Zion Convention & Tourism Office/Washington County has recognition within the plaza.
Motion seconded by Nate Wells and carried by unanimous vote.

CONSIDERATION OF OCTOBER 26, 2023 MINUTES

MOTION: Motion by Rich Stehmeir to approve the October 26, 2023 Minutes as presented.
Motion seconded by Dorothy Heers and carried by a unanimous vote.

DIRECTOR'S REPORT

Ms. McMichael reported that 2023 TRT, January through September, is down two percent (-2%) from 2022. 2023 hotel occupancy is equal to 2022, ADR is up point six percent (0.6%), from 2022 and RevPar is equal to 2022. Zion National Park visitation is down two percent (-2%) from January through October of 2022. Visitation to St. George Regional Airport (SGU) is up nine percent (9%) from January through November of 2022.

TOURISM ADVISORY BOARD MEMBER UPDATES

Brittany McMichael reported that there are two board members whose terms were expiring in 2023. Both board members, Kevin Smith and Dorothy Heers, have accepted an extension to remain on the Tourism Advisory board through an additional term.

2024 PROPOSED TOURISM ADVISORY BOARD MEETING DATES:

(See attached 2024 meeting dates document.)

2024 TOURISM RECREATION CULTURAL CONVENTION & AIRPORT BUDGET OVERVIEW

Ms. McMichael reported that the Tourism Tax Advisory Board is charged with reviewing and providing a recommendation to the Board of County Commissioners regarding the TRCCA budget.

Please *(See attached document 2024 budget.*

OPEN AND PUBLIC MEETINGS TRAINING

Deputy County Attorney Steven Scott conducted an annual training regarding the open and public meeting requirements.

Mr. Scott explained that the purpose of the Open and Public Meetings Act (OPMA) is for the State, its agencies and its political subdivisions to take actions openly and conduct their deliberations openly. Meetings are considered the convening of a public body for the purpose of discussing, receiving comments from the public, or acting upon a matter over which the public body has jurisdiction or advisory power. Prior notice and other requirements apply whenever a meeting is held.

RED CLIFFS DESERT RESERVE / ZONE 6 EXPANSION AREA

Sara Otto reported on Red Cliffs Desert Reserve (RCDR) Zone 6 expansion project and the

current issues threatening its protection.

MOTION: Motion by Ken Neilson to adjourn.
Motion seconded by Brett Burgess and carried by a unanimous vote.

The next meeting will be held on January 25, 2024.

Minutes prepared by Jamie Allen
Adjourned at 12:35 PM



Greater Zion Tourism Advisory Board 2024 Meeting Dates

- Thursday, January 25
- Thursday, March 28
- Thursday, May 23
- Thursday, August 22
- Thursday, October 24
- Thursday, December 5

Fund 26 County Recreation Fund

00.00% of year used		Proposed 2024	Current 2024	Percent of Budget
26-3000-000	Total Revenues	7,828,114		
26-3100-000	Total Taxes	5,750,000		
26-3300-000	Grants			
26-3450-000	Regional Park	405,000		
26-3461-000	Southern Utah Shooting Sports Pk	8,600		
26-3480-000	County Fair	416,500		
26-3600-000	Miscellaneous			
26-3800-000	Contributions & Transfers	1,248,014		
26-4000-000	Total Expenses	7,828,114		
26-4380-000	USU Extension Office	282,640		
26-4510-000	Regional Park Facility	1,922,774		
26-4515-000	Convention Center	2,471,000		
26-4520-000	County Fair	842,100		
26-4521-000	Other Events - Ag Fest	82,500		
26-4525-000	Confluence Park	173,900		
26-4535-000	So Utah Shooting Sports Park	114,700		
26-4560-000	Donations	1,338,500		
26-4777-000	Transfers To	600,000		
26-4936-000	Misc			

Final 2023	Current 2023	Percent of Budget
6,171,250	5,499,216	89.1%
5,250,000	4,491,375	85.5%
335,000	502,954	150.1%
7,500	14,239	189.9%
578,750	485,648	83.9%
	5,000	
6,171,250	4,548,727	73.7%
270,900	199,041	73.5%
1,680,068	1,418,781	84.4%
2,007,100	2,004,864	99.9%
850,450	776,160	91.3%
82,500	51,469	62.4%
173,900	20,499	11.8%
86,400	47,293	54.7%
37,000	30,620	82.8%
982,932		