



JUAB COUNTY TRAVEL AND TOURISM

Shanna Memmott, Director

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Juab Tourism Tax Advisory Board
Meeting Minutes
3/12/24
5:00 p.m.
DUP Museum
4 S. Main Nephi, Utah

Present: Shanna Memmott, Ryan John, Dakota Holdaway, Taylor Draper, Amy Stevenson (virtual)
Absent: Meadow Perides

Meeting called to order @ 5:07 P.M.
Conducting: Ryan John

Introduction of new board members:

Dakota Holdaway - Juab County Poetry Gathering Lead Chairperson
Taylor Draper- Owner of Taylor's General Store and Tintic Pizza Co.

Minutes:

Ryan approved minutes, but not a full quorum to do a final approval.

Review TRT and TRCC best practices (see attachment):

Explained purpose of Juab Tax Advisory Board for new board members.

Review Bylaws (see attachment).

Reviewed bylaws for new members. No questions and no changes are needed.

Review TRT and TRCC:

Reviewed TRT numbers for the last seven years. There is an increase of \$271,248.20. Discussed factors that contributed to the increase. Shanna voiced concern on the impact the Nephi City CRA will have on future revenue and budget for the next 20 years.

Shanna presented the Gardner Institute map handed out at Tourism Day on the Hill that shows Juab County with 94.2% growth in TRT, which is the highest in the state of Utah. Next highest is Uintah County with a 29.3%.

Reviewed TRCC numbers for the last seven years. There is an increase of \$52,505.42. Discussed factors that may be affecting these numbers like Maverik store opening and Food Truck tax laws.



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Hotel CRA

Discussed the Nephi City Hotel CRA and how it will affect our future budget and project funding. The payback of the TRT to the hotelier fits under the scope of projects, so we will need to be mindful of that as we move forward. We need to stay within the 47% marketing/53% projects expenditures to keep compliant with state statute.

Event Marketing Grant

Reviewed the Event Marketing.

Action items:

Change the verbiage of the event marketing grant to ensure that applicants know that funding is for marketing purposes only.

Change Dates: Application closes April 30th. Money awarded May 15th.

Next year's dates: Grant will open on January 1st/Closes Feb. 15th.

Take out the portion that requires in-person interviews. Applicants will be contacted if an in-person interview is needed.

Keep the 60 days requirement/send reminder at 30 days.

Current Projects/Future Grants

New website Juab.is is now live. Working to iron out the kinks.

Dakota asked about a county map with all the roads to be added to the website. He was approached by concerned landowners about people going off trails. Shanna reported that a map like that would be on the Juab.gov website. Our website will have official designated trail systems only. We hope this guides travelers and recreationalists to the proper trail systems and helps with trespassing issues. She reported that a grant was also awarded to design and print a pocket guide trail map. The map will contain 8 to 10 trail systems in Juab County to hopefully help with the trespassing problem.

Discussed design of the new travel guide to be released early summer.

Do It Right. Don't Ignite! (former pails for nails) cleanup and responsible tourism messaging is under way. Messaging will be launched, and clean-up held during the UTV Invasion the week of May 12th.

Women In Travel Summit April 10th. Host twelve of the top influencers in world travel. They will spend the day exploring and creating content about Juab County.

Taste of Utah Tour coming to Juab County. We submitted nine names to be considered.



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Film Ready Utah: I have been working with a production company to film a movie in Juab County in June. They will stay in Juab County and use local food vendors.

100 years in Film Celebration: Applying for a grant to do two events in Juab County to celebrate. We will do one during Xtreme Racing and one during The Tintic Silver Jubilee. More info to come.

Hiring a new social media manager through our contract with Vistaworks.

Next meeting date:

October 15th, 2024.

Adjourn

