



Utah County Tourism Tax Advisory Board Meeting
Monday, August 7, 2023 @11:30 am
Location: Pizzeria Seven Twelve, Orem, Utah

~MEETING MINUTES~
(Approved at the 12 /4/2023 Board Meeting)

Board Members Present:

Danny Wheeler, Utah Valley Convention Center
Kurt Christensen, Costa Investment Company
Lee Adamson, Explore Utah Valley
Chad Linebaugh, Sundance
John Lenahan, Enterprise
Kevin Santiago, Heirloom Restaurant Group
John Garfield, Provo Marriott

County Representatives Present:

Adam Beck, Utah County Attorney's Office
Paul Helms, Utah County Attorney's Office
Tom Sakievich, Utah County Commissioner
Nicole Neer, Utah County Commission Office
Lisa Shepherd, Utah County Commission Office
Alice Black, Utah County Clerk Office

Agenda

11:34 am Welcome, Approve Meeting Minutes & Working Lunch

**DANNY WHEELER – WELCOMED EVERYONE TO THE MEETING AND
ENTERTAINED A MOTION TO APPROVE THE MINUTES FROM THE JUNE 5, 2023
BOARD MEETING**

**KURT CHRISTENSEN: MOTION TO APPROVE THE MINUTES FROM THE JUNE 5,
2023 BOARD MEETING
JOHN GARFIELD: SECOND
AYE: ALL IN FAVOR
PASSED: 7/0**

**DANNY WHEELER – THANKED KEVIN SANTIAGO FOR HOSTING TODAY'S
MEETING AND LUNCHEON**

11:35 am

Funding Review Updated and Discussion – Kurt Christensen

KURT CHRISTENSEN – STATED THAT AFTER THE BOARD DISCUSSION AT THE LAST BOARD MEETING, HE GOT WITH THE COUNTY AUDITOR’S OFFICE AND WORKED VERY CLOSED WITH THEM TO KNOW HOW ALL OF THE INCREMENTAL COMMITMENTS ARE BEING ALLOCATED WHICH IS WHAT WAS THE MAIN PART OF THE LAST BOARD MEETINGS FINANCIAL DISCUSSION WITH MONEY BEING TIGHT. AT THE HIGHEST LEVEL, IF YOU TAKE OUT THE 1- YEAR RESERVE, 2022 AND 2021 WE HAD APPROXIMATELY \$27 MILLION AVAILABLE FOR PROJECTS. THAT BALANCE TODAY IS APPROXIMATELY \$12 MILLION SO WE ARE MUCH LOWER. THIS IS LARGELY DRIVEN BY THE FACT THAT THE AIRPORT IS SPREAD OVER 3 YEARS (\$10 MILLION COMMITMENT). STATED THAT REVENUE FROM THE LAST SEVERAL MONTHS HAS LOOKED GOOD.

DANNY WHEELER – STATED THAT ON THE REVENUE SIDE OF THINGS, AT A COUNTY-WIDE LEVEL IN LOOKING AT SALES STATES, IT IS PRETTY MUCH FLAT, YET THE TRCC AND TRT TAXES CONTINUE TO GROW PRETTY MUCH AT THE SAME RATE AS WE HAVE SEEN HISTORICALLY. TOURISM AND TRAVEL ARE STILL UP. JOHN GARFIELD STATED THAT GROUP MEETINGS ARE DOWN – AUGUST WAS THE WORST MONTH FOR GROUPS THAT HE HAS SEEN.

11:41 am

Annual OPMA Training – Adam Beck & Paul Helms (UC Attorney’s Office)

ADAM BECK INTRODUCED PAUL HELMS (LAW STUDENT AT THE UNIVERSITY OF UTAH) WHO GAVE THE OPMA (OPEN & PUBLIC MEETINGS ACT) TRAINING.

PAUL HELMS – (GAVE A HANDOUT TO EACH BOARD MEMBER/FLOWCHART) STATED THAT OPMA IS A GOVERNMENT TRANSPARENCY ACT. DISCUSSED WHAT IS CONSIDERED A PUBLIC MEETING:

- **IS IT IN PERSON OR AN ELECTRONIC GATHERING OF MEMBERS OF A PUBLIC BODY WITH A QUORUM PRESENT?**
- **IS THE GATHERING A ‘CHANCE’ GATHERING/SOCIAL GATHERING? DID THE GATHERING MOVE TO DISCUSSION OF BOARD TOPICS?**

ONCE YOU HAVE DETERMINED THIS IS A MEETING:

- **MUST PROVIDE PUBLIC NOTICE (AT LEAST 24 HOURS PRIOR) WHICH MUST INCLUDE DATE, TIME, LOCATION AND AN AGENDA. MUST BE POSTED ON THE UTAH PUBLIC NOTICE WEBSITE, THE PUBLIC BODY’S WEBSITE (IF THERE IS ONE) AND A LOCATION THAT IS LIKELY TO BE SEEN BY PEOPLE WHO ARE SERVED BY THE PUBLIC BODY**
- **MEETING MUST BE OPEN TO THE PUBLIC**

- **MUST RECORD ALL MEETINGS AND PREPARE MINUTES**
- **ONLINE MEETINGS – MUST PROVIDE INSTRUCTION TO THE PUBLIC ON HOW TO ACCESS THE MEETING**
- **MUST CLOSE MEETING WITH A MOTION/VOTE**

OCCASIONALLY YOU CAN HAVE CLOSED MEETINGS. CLOSED MEETINGS CAN ONLY BE FOR DISCUSSION – NO FORMAL ACTIONS CAN BE TAKEN. THEN THE CLOSED MEETING DISCUSSION MUST BE BROUGHT UP IN THE NEXT PUBLIC MEETING AND THEN AT THAT POINT A VOTE CAN BE TAKEN.

- **MEETING MUST BE PROPERLY NOTICED**
- **WHEN YOU DO VOTE ON THE ITEM IN THE PUBLIC MEETING, THE REASON FOR DISCUSSING IT IN A CLOSED MEETING MUST BE EXPLAINED.**
- **TOPICS YOU CAN DISCUSS IN CLOSED MEETINGS**
 - *CHARACTER, PROFESSIONAL, COMPETENCE, PHYSICAL OR MENTAL HEALTH OF AN INDIVIDUAL/S**
 - *IMMINENT LITIGATION**
 - *COMPETITIVE SALE OR PURCHASE PROCESS**
 - *MISCONDUCT**
 - *DEPLOYMENT OF SECURITY**

EMERGENCY MEETINGS – THIS IS THE ONLY TYPE THAT DOESN'T NEED A NOTICE, YOU JUST GIVE THE BEST NOTICE YOU CAN.

VIOLATION OF THE RULES IS CONSIDERED A CLASS B MISDEMEANOR.

DANNY WHEELER, ADAM BECK, PAUL HELMS AND TOM SAKIEVICH DISCUSS SCHEDULES OF MEETINGS FOR AN ENTIRE YEAR, ACCESS TO THE PUBLIC FOR FORMAL ACTIONS, RATIFICATIONS, ETC.

11:59 am

DANNY WHEELER – STATED THAT HE HAD TALKED WITH LEE ADAMSON THINGS THAT IMPACT TOURISM TAX BASE. ASKED LEE TO SPEAK A LITTLE REGARDING THIS.

LEE ADAMSON – STATED THAT THIS YEAR FOR FOOTBALL THERE ARE FOUR BIG 12 TEAMS THAT WILL BE COMING TO PROVO THIS FALL. WE ARE TRYING TO GET THEM TO COME OUT FOR A SITE VISIT. IS CURRENTLY WORKING WITH BYU TO GET A WEBSITE TOGETHER THAT WILL GIVE INFORMATION ABOUT PROVO/UTAH COUNTY AS A DESTINATION TO HOPEFULLY KEEP PEOPLE IN UTAH COUNTY INSTEAD OF SALT LAKE/PARK CITY, ETC. BYU DIDN'T WANT TO TALK ABOUT ALCOHOL, BUT THAT IS SUCH A BIG PART OF BIG 12 FOOTBALL CULTURE SO EXPLORE UTAH COUNTY WILL BE THE ONES TO GIVE THIS INFORMATION.

STATED THAT THERE IS ALSO A RETARGETING CAMPAIGN THAT WILL BRING THESE PEOPLE THAT HAVE BEEN PART OF THE BIG 12 IN THE PAST WILL BE BROUGHT BACK TO THIS NEW WEBSITE.

IN BASKETBALL, THE CONFERENCE SHOULD COME TO BYU AT LEAST ONCE DURING THE SEASON.

12:13 pm Springville Museum of Art – Project Funding Request: 35,000 –
Project Reviewer: John Lenahan

JACQUELYNN SOKOL, DEVELOPMENT COORDINATOR (SHANNON ACOR, ASSOCIATE DIRECTOR IN ATTENDANCE AS WELL) – (HANDED OUT COPIES OF THEIR CATALOG AND INFORMATION SHEET)

SHOWED VIDEO SHOWING THE SPRINGVILLE MUSEUM OF ART CELEBRATING DIVERSITY IN UTAH AS WELL AS BELIEF AND UNDERSTANDING.

JACQUELYNN STATED THEY ARE REQUESTING FUNDS TO ASSIST WITH THE 2024 SPIRITUAL & RELIGIOUS ART OF UTAH EXHIBITION. THE IS A SHOW OF UNITY AND CELEBRATING THE DIVERSITY OF WHO WE ARE. THIS IS THE 38TH YEAR OF THIS SHOW. IT RUNS FROM OCTOBER 16 – JANUARY 15 AND WILL BE DISPLAYED IN 8 GALLERIES.

AT THE 2022 SHOW THERE WERE OVER 500 ARTWORKS SUBMITTED AND 229 OF THOSE WERE ON DISPLAY (1/2 OF THE ARTISTS ARE FROM OUTSIDE OF THE COUNTY). WE HAD 18,000 VISITORS (UP 3,000 FROM 2021), 40% OF WHICH WERE FROM OUTSIDE OF UTAH COUNTY AND FROM 27 STATES AND 8 COUNTRIES.

STATED THAT INTEGRATED INTO THE 2024 SHOW WILL BE YOUTH ART COMPETITION (YAC) WHICH IS OFFERED FOR STUDENTS KINDERGARTEN – 10TH GRADE. THEY SUBMIT PIECES THAT REPRESENT SPIRITUALITY/PEACE. THESE PIECES ARE DISPLAYED IN ONE OF THE GALLERIES. THERE IS AN OPENING AND AN AWARDS SHOW FOR THEM.

ALSO IN CONJUNCTION WITH THE EXHIBIT IS AN ARTIST'S ROUNDTABLE WHERE WE INVITE THE ARTISTS TO COME FOR NETWORKING AND A WORKSHOP (PROFESSIONAL DEVELOPMENT)

LAST YEAR, THE MUSEUM REACHED OVER 100,000 PEOPLE THROUGH SOCIAL MEDIA. ALSO HAVE LOCAL BILLBOARDS, ADS IN FINE ARTS MAGAZINE AND THE SALT LAKE MAGAZINES THAT GO INTO HOTELS AND SOCIAL VENUES.

THE MUSEUM ALSO GETS SUPPORT FROM SPRINGVILLE CITY, UTAH ARTS & MUSEUMS, PRIVATE COMPANIES AND INDIVIDUAL DONORS. STATED THAT THEY ALSO MAINTAIN KEEPING THIS FREE TO THE PUBLIC.

12:24 pm Funding Recommendation Discussion & Voting

DANNY WHEELER – STATED THAT THIS IS JOHN LENAHAAN’S FIRST RECOMMENDATION AND GAVE A SHOUT OUT FOR A GREAT JOB.

JOHN GARFIELD – STATED THAT HE WAS IMPRESSED THAT THEY ARE PROACTIVE IN ASKING FOR 2024 FUNDS AND IMPRESSED AT THE INCREASE OF THEIR ATTENDANCE. SUGGESTED AN ADDITIONAL \$5,000 FOR A QR CODE OR SOME TYPE OF TRACKING PROGRAM FOR A MORE ACCURATE NUMBER OF INCREASE IN ATTENDANCE/DEMOGRAPHIC STUDY.

DANNY WHEELER – STATED THAT THEIR REQUEST FOR LAST YEAR WAS \$28,000 SO HAVE AN INCREASE OF \$7,000.

KURT CHRISTENSEN – INQUIRED AS TO IF THIS IS THE ONLY ART MUSEUM THAT HAS COMMITTED TO STAYING FREE TO THE PUBLIC? (ALL STATE THAT THIS IS THE ONLY ONE THAT THEY KNOW OF)

JOHN GARFIELD: MOTION TO APPROVE W/OPTION OF AN ADDITIONAL \$5,000 FOR A DEMOGRAPHIC STUDY

CHAD LINEBAUGH: SECOND

AYE: ALL IN FAVOR

PASSED: 7/0

12:29

DANNY WHEELER – STATED ONE OF THE PROJECTS THAT WAS PREVIOUSLY REVIEWED SEVERAL YEARS AGO AND THERE HAVE BEEN SEVERAL CHANGES TO THE PROJECT, IS THE DRY CREEK PARK IN LEHI. LEE ADAMSON SITS ON THE LEHI CITY PARKS & TRAIL BOARD. BASICALLY THEY MOVED ALL THE CITY FUNDING FOR THIS TO THEIR FAMILY PARK. WHEN THEY SIGNED THE CONTRACT WITH THE COMMISSION, FOR THE \$1.5 MILLION. SO NOW THAT THINGS HAVE CHANGED, DO WE ‘VOID’ THAT AND BE REQUIRED TO COME BACK AND RESUBMIT THE PROJECT CHANGE. THAT IS \$1.5 MILLION THAT WE ARE HOLDING THAT COULD BE USED TOWARDS OTHER PROJECTS.

LEE ADAMSON – STATED THAT A LOT OF THE ISSUES HAD TO DO WITH WATER – IT WAS PRIMARILY A WATER STORAGE PROJECT AND THE CITY SAID THEY COULD ADD AND MAKE IT A VERY BIG RECREATIONAL FACILITY

OUT OF IT, IT IS 22 SURFACE ACRE FEET OF WATER. LAST YEAR WITH THE DROUGHT, THEY DIDN'T HAVE THE WATER TO FILL THE RESERVOIR, SO THEY SWITCHED ALL THEIR BUDGET TO THE 70-ACRE FAMILY PARK. SOUNDS LIKE THERE MAY BE INTEREST IN PURSUING IT AGAIN.

ADAM BECK – THE AGREEMENT STATES THAT IF THEY MAKE ANY MATERIAL CHANGES TO THEIR PLAN THAT THEY NEED TO GET THE APPROVAL OF THE COMMISSION, SO A YEAR AGO AN AMENDMENT WAS MADE. HE WILL FIND OUT WHEN THE AGREEMENT TERMINATES AND LET THE BOARD KNOW.

DANNY WHEELER – I WOULD LIKE TO HAVE THEM COME BACK TO PRESENT TO THE BOARD AGAIN WHAT IS HAPPENING AND WHAT THEIR PLANS ARE.

ADAM BECK – STATED THAT ACCORDING TO THE AGREEMENT AND APPROVAL, THEY DO NOT HAVE TO COME BACK AND PRESENT BUT THEY CAN BE ASKED TO COME BACK AND UPDATE.

LEE ADAMSON SAID THAT HE WOULD FOLLOW UP WITH THE CITY TO SEE IF THEY WOULD BE WILLING TO COME SPEAK WITH THE BOARD.

12:36 pm Roundtable

DANNY WHEELER – CONFIRMED THE NEXT 2 MEETING DATES (OCTOBER 2 AT SUNDANCE MOUNTAIN RESORT AND DECEMBER 4 AT THE HYATT PLACE/PROVO)

LEE ADAMSON – STATED THAT HE HAD ALREADY SPOKEN A BIT ABOUT THE BIG 12, SO IT'S BUSY TIME.

CHAD LINEBAUGH – OUR SUMMER PREVIEW NIGHT WENT VERY WELL. SHOW IS DOING VERY WELL AND SELLING OUT QUITE A BIT.

JOHN LENAHAHAN – THE RENTAL CAR BUSINESS IS STARTING TO STABILIZE A BIT. THE SUMMER SEASON HAS BEEN BETTER. WORKING WITH THE PEOPLE WITH THE PROVO AIRPORT EXPANSION TO SEE HOW WE CAN FACILITATE THE RENTAL CAR INTO THEIR EXPANSION. THERE IS ROOM FOR IT, BUT THEY JUST DON'T HAVE THE FUNDS AT THIS TIME.

NICOLE NEER – THE COMMISSIONER'S CUP WENT REALLY WELL. NUMBERS ARE STILL COMING IN BUT HOPING FOR APPROXIMATELY \$30,000,

KEVIN SANTIAGO – THANKS EVERYONE FOR COMING. SAYS THE RESTAURANT BUSINESS IS GOING WELL.

JOHN GARFIELD – NOTHING NEW TO ADD

LISA SHEPHERD – COUNTY FAIR WENT VERY WELL. RAISED \$50,000 IN SPONSORSHIPS.

KURT CHRISTENSEN – ANNOUNCED HE AND HIS WIFE HAD THEIR 5TH BABY. 08.11.20 HAS BEEN FULL MOST NIGHTS AND HAS A GREAT STAFF.

ADAM BECK – STATED (GOING BACK TO THE DRY CREEK AGREEMENT) HE PULLED UP THE JOURNAL FROM THE ORIGINAL 2020 AGREEMENT AND STATED THAT THE AGREEMENT TERMS STARTED DEC. 9, 2020 AND TERMINATE MARCH 20, 2024.

DANNY WHEELER – STATES THAT THE SUMMERTIME HAS BEEN BUSIER FOR THE CONVENTION CENTER AND IN LINE WITH SOME YEARS PAST.

ON THE PROVO REGIONAL SPORTS PARK, THE AGREEMENT WITH PROVO CITY INCLUDED A PARTIAL FUNDING FOR A SALES POSITION IN EXPLORE UTAH VALLEY – THE FIRST FUNDING FROM PROVO CITY HAS BEEN RECEIVED. SHOULD BE COMING TO THE COUNTY SOON.

**KURT CHRISTENSEN: MOTION TO ADJOURN
LEE ADAMSON: SECOND
AYE: ALL IN FAVOR
PASSED: 7/0**

MEETING ADJOURNED

(Meeting adjourned: 12:55 pm)

UTAH COUNTY TOURISM TAX ADVISORY BOARD
PUBLIC MEETING ATTENDANCE SHEET
August 7, 2023 - 11:30 AM

PRINT CLEARLY

Name:

Agency:

Kurt Christensen

Paul Helms

Adam Beck

Danny Wheeler

Lee Adamson

Chad Linebaugh

~~Don Sakiewicz~~

John Kenahan

Phil Z

Kevin Santiago

John Garfield

Lisa Shepherd

Alice Black

Costa Investment Company

UT County Atty. Office

UT County Atty. Office

Utah Valley Convention Center

Explore Utah Valley

Sundance

UT Co. Bureau

Enterprise

Commission

Heirloom Restaurant Group

Provo Marriott

Commission Sacramento Office

UC Clerk's Office