



JUAB COUNTY TRAVEL AND TOURISM

Shanna Memmott, Director

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Juab Tourism Tax Advisory Board

Meeting Minutes

10/08/24

5:00 p.m.

DUP Museum

4 S. Main Nephi, Utah

Present:

Shanna Memmott, Ryan John, Taylor Draper, Dakota Holdaway, Amy Stevenson (remote), Meadow Perides (remote)

Conducting: Ryan John, Board Chair

Minutes Approval:

Ryan called for a motion to approve the minutes from the JTAB Meeting on 3/12/24. Taylor motioned to approve, and Dakota seconded. The motion passed.

2024 TRT and TRCC Numbers:

Shanna reported that, as of September 20, TRT numbers stand at \$269,983.43, and TRCC numbers are at \$146,412.00. Comparing this year's data with last year's, Shanna projects total collections of \$359,977.43 for TRT and \$195,216.00 for TRCC. Due to the CRA enacted in 2017, an estimated repayment of \$129,892 will be necessary. Shanna will provide a spreadsheet showing TRT and TRCC totals since 2017.

TRCC Growth Concerns:

Shanna noted limited growth in TRCC, despite the addition of new eating establishments. She suspects that businesses like Maverik, the hospital restaurant, grocery store delis, and out-of-county food trucks may be factors. Ryan, a food truck owner, and Ute Stampede Special Events Manager mentioned that food trucks collect restaurant tax, and it should be distributed to the county where sales occur. Shanna believes the tax is going to the area where the truck is licensed. She will investigate further and report her findings at the next meeting.

2024 Completed Projects:

- Website is completed.
- The travel Guide is being printed and should be available by November.
- OHV Guide is waiting for maps to complete but should be done and printed before the end of 2024.
- Bird Watching Tour on point to be finished by end of 2024.
- Stargazing Tour on point to be finished by end of 2024.
- Women in Travel Summit was a tremendous success and helped UOT see Juab as a travel destination.
- Pails for Nails Clean-up won the Utah Outdoor Recreations Stewardship Project of the year.

2025 Proposed Projects:

- "Juab_is Captured Through Your Eyes" Digital Cameras handed out to actual tourists to capture their stay.
- Juab_is Video Series; hired Three Peaks Films.
- Pails for Nails Clean-up will continue next year with the 2023 OVHR Grant funds.



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2025 Budget Proposal:

- Discussed wage increase for cost of living.
- Discussed truck purchase vs. lease.
- Increased travel budget for board member conference attendance.
- New event sponsorships using CO-OP Dollars
- Bleacher payment
- \$20,000 added to the Fair budget for County Managed Events (banners required at each event; Jamie to invoice the Tourism Department)

Taylor motioned to approve the budget as written.

Event Marketing Applications:

Three new events were funded, with \$1,350 coming from the 2023 CO-OP grant line item. These will be the last events approved this year. Taylor motioned to approve the new event funding requests; Ryan seconded the motion, and it passed.

Event Cancellation:

An event that had received funding was recently canceled. The board discussed how to proceed and decided to allow the event organizers time to reschedule. Grant Criteria: Shanna inquired about potential changes to the grant criteria and receipt requests, based on feedback from previous applicants. The board decided to keep the grant criteria as written.

Billboard Policy:

A new policy was discussed requiring a written proposal to be submitted 30 days before running a billboard ad. Interested parties will need to fill out a specific form.

Kent Jones Billboard Lease:

Kent Jones approached Shanna about revisiting the lease agreement for the billboard due to an increase in property taxes. Amy suggested looking into a tax abatement process, but the board agreed to the lease payment increase. Taylor proposed exploring a long-term lease agreement with the family.

Next Meeting: The next meeting is scheduled for March 11, 2025.

Adjournment:

Amy motioned to adjourn the meeting. Taylor seconded the motion, and the meeting was adjourned.