



TAX ADVISORY BOARD MEETING MINUTES

OCTOBER 15, 2024

1. Welcome & Call to Order.....Barbie Haeck, Chair

Meeting called to order at 4:00 p.m. Attending: Barbie Haeck, Mequelle Woodruff, Lenise Peterman, Amy Anderson, Tim Riley, Tina Grange, Bill Hicks, Kourtney Cox, Nancy Elkins, Layne Miller, Shanny Wilson. Excused: Athena Robison, Kami McManus, Scottie Kraync, Casey

2. Approval of September MinutesBarbie Haeck, Chair

Motion to approve September minutes made by Mequelle, Second by Amy. All in favor. Motion carried.

3. Introduction of New Board Member.....Tina Grange, Specialist

Introducing Kami McManus who was not able to attend today but she works as the General Manager at the Super 8. She will be filling out the term for Anna Wilder till the end of the year.

4. City Updates.....City Representatives

Lenise, Helper: Hosting trunk or treat on Main Street. November The Rio Theater will host Page & the Overtones and is a fundraiser for the Helper Police Dpt. Christmas festivities kicking off with the Craft Fair, then St. Anthony's Carnival

Teri, Price: Hosting trunk or treat as well and staggered the time as to not interfere with Helpers. Christmas Tree Regalia starts mid-november till the first of December.

Remind everyone who lives in Price City limits to please vote for the ZAP Tax that helps funds their parks & recreation, USU Eastern has announced a new mountain biking team.

5. New CERC Director & Updates.....Kourtney Cox, Director

Excited to get started. Doesn't officially start till Monday. This weekend is the Monster Mash 5k, Turkey Trot, and Co Ed Volleyball is coming up. Christmas Fair will be hosted as well as several Christmas parties with different companies.

6. Board Strategy ActivityTina Grange, Specialist

Tina had sent out the activity prior to the meeting for the board to fill out to open up conversation on how tourism has impacted their business, community impact, marketing effectiveness, areas for improvement, as well as future opportunities. I wanted to have a round table discussion to get thoughts and ideas from the group. Gave everyone a sheet that someone else had filled out and went down the line to have everyone read a question and share answers. We touched on events and getting information out and how a lot of times people find out about them after the fact. Tina talked about the event calendar and getting information out to the public and after several attempts to get the information out, we just have to accept that some people are not going to know what's happening and we can all help and do the best we can. Tourism manages the community online calendar and event organizers can email their events to events@carbon.utah.gov. We've done media releases, social media posts, and email newsletters to get the information out. Before she left, Teri mentioned that we need to find a way to get the university sports visitors information about what's happening in the area. Tina asked her what ideas she had to get the information in front of them. Is it flyers, is it a billboard. A representative from USUE Softball said she could get the information to the students if we send her the events and she can distribute it. Kourtney asked if there is a place at the USUE general inbox where information can be sent. Tina said it would be helpful if they could help by just checking the calendar and sharing it with their students. She said that not everyone likes a link and would prefer a way to print it out.

7. Other items for discussion.....Barbie Haeck, Chair

Lenise was online and said Kaitlinn was there today with USUE Softball because they are working on getting the fields ready so they've been strategizing and trying to come up with solutions on how they can raise money. The budget seems to be at \$150,000 and they have raised over \$70,000 and USUE has contributed money to go towards the dirt but they are still in need of the remainder so she just wanted to open the dialogue with the board to see if there is an opportunity for money that wasn't spent this year that was planned to possibly be used for the project. Also added they are still trying to find other funding as well.

Tina said that some things have changed since she and Mayor Peterman last spoke and there was some money leftover from the Public Art Grant, 9 Mile Canyon not using all that was approved. Tina then informed the board that it has been decided that we wouldn't be spending any more money for the year because we did go over our State Matching Funds on our budget which put us in the negative in our budget so in order to balance out our budget the county will be transferring some money from our reserves and amendments will happen in December. Not sure of the total amount that will be needed but will let the board know once that is decided. However, there may be funding next year and we can discuss that when we present the order of priority budget to the board in December. Shanny mentioned the Rural Communities Opportunity Grant with the Governor's office and cities and counties can apply for it.

Daniel Hawley, Trails Coordinator brought the board up to speed. The application process to start the Carbon County Trails Committee went great. Received about 12 applications. The board will consist of 5 members and those 5 will be appointed at the Commission meeting tomorrow. He talked about the focus of working with the different user groups and trying to get some trails designated that are already being used as well as focusing on maintenance and inventory of our current trails as well.

*Motion to adjourn at 5:13 p.m. made by Tim, Second by Mequelle. All in favor.
Motion carried.*

December 10, 2024 Motion to approve minutes from October meeting made by Scottie. Second by Lenise. All in favor. Motion carried.