TOURISM TAX ADVISORY BOARD MEETING

117 South Main Street, Monticello, Utah 84535. Commission Chambers
December 09, 2024 at 3:00 PM

AGENDA

The public will be able to view the meeting on San Juan County's Facebook live and Youtube channel

1. https://us06web.zoom.us/j/84531344092?pwd=JqFBFp1s0aLPGHWLQe03FGtERbCIzE.1
   Passcode441965

CALL TO ORDER

ADOPTION OF AGENDA

APPROVAL OF MINUTES

2. Approval of Meeting Minutes from September 9th, 2024

PUBLIC COMMENT

REPORTS

3. A. Relic- 2024 Year-end Marketing Report

DISCUSSION & ACTION ITEMS

4. A. Adoption of 2025 Meeting Schedule (ACTION)
   a. Monday, February 24, 2025
   b. Monday, May 19, 2025
   c. Monday, August 11, 2025
   d. Monday, November 17, 2025

   B. Nomination of new Board Chair & Vice-Chair (ACTION)

   C. New members-Review letters of interest/recommendation for Commissioners (ACTION)

PRESENTATIONS

5. A.. Visitor Services Manager Report- Allison
   1. VisaVue Update
   2. FAM Tours- past & upcoming
   3. Social Media- YTD & Goals
   4. Ads

5. Digital
6. Newsletters (Visitor & Industry)
7. Other

B. Office Manager Report- Nate
1. Travel Guide Distribution- YTD
a. Domestic and International requests
b. Distribution of Travel Guides, See and Do Guides to businesses

C. Member Updates- Please share what's happening in your business, organization, community,
etc.

FUTURE AGENDA ITEMS

Next Meeting Date:

6. Monday, February 24, 2025 from 3:00-5:00pm

ADJOURNMENT

In compliance with the Americans with Disabilities Act, persons needing auxiliary communicative aids and services for this meeting should contact the San Juan County Clerk's Office: 117 South Main, Monticello or telephone 435-587-3223, giving reasonable notice

San Juan County
Tourism Tax Advisory Board
Monday, September 9th, 2024
Zoom Meeting

TTAB Board Members:

Name	Role	Position	Term Expires	PM Training Completed
Sean Campbell	Chair	St. Danes Cabins, Lodging	1/31/2025	Y
Jennifer Davila	Board Member	La Posada Pintada, Lodging	1/31/2025	
Dallin Tait	Board Member	Bluff Dwellings, Lodging	1/31/2027	Y
Open	Vice Chair			
Bill Haven	Board Member	Abajo Haven	1/31/2025	
Derryl Jack	Board Member	At Large	1/31/2027	Y
Kaeden Kulow	Board Member	Appointment by Monticello City	By Appointment	Y
Ben Muhlestein	Board Member	Appointment by Blanding City	By Appointment	Y
Linda Sosa	Board Member	Appointment by Bluff Town	By Appointment	Y
Silvia Stubbs	Board Member	San Juan County Commission	1/31/2025	Y

Attendance:

Members Present: Linda Sosa, Kaeden Kulow, Bill Haven, Derryl Jack, Dallin Tait, Ben Muhlestein, Jennifer Davilla, Silvia Stubbs

Members Absent: Sean Campbell

Staff Present: Allison Yamamoto-Sparks, Nate Pitts, Mack McDonald

Staff Absent: None

Guests: Talia Hansen

I. Kaeden calls the meeting to order. Allison introduces Talia Hansen as the new SJC Economic Manager.

II. Linda motions to adopt the agenda. Ben seconded. All in favor.

III. Linda motions to approve the minutes from the June 17th meeting. Ben seconded. All in favor

IV. Public Comment: None

V. Allison talks about the open board member position and explains the requirements needed to fill the position. Kaeden and Allison talk about the Open Public Meetings Training and the importance of completing this training annually.

VI. Allison talks about the 2025 COOP Marketing Grant and shares that SJC received $225k and was in the top tier of recipients.Allison shares updates to the office structure.

A. Allison presented her reporting through a screen share to cover various reports. Through Visa Vue reporting, Allison talks about the top ten domestic and international markets.
B. Allison provides updates on social media reporting.
C. Allison shares information about the content of the monthly newsletter.
D. Allison talks about the monthly ads that are printed.
E. Allison presents what has and will be broadcasted through TV and radio.
F. Allison provides updates on this year's FAM tours.
G. Allison talks about countywide updates and shares information about new business attractions in Monticello. Allison mentions the staffing at Ja Roen and provides updates on a new sushi chef. Allison talks about a new mural at the Bears Ears Inn and mentions that the Kigalia Fine Arts events schedule has been posted. Allison talks about updates at the National and State Parks and shares that the Canyon Country Discovery Center is currently closed. Commissioner Stubbs shares updates on the area by the Blanding theater.
H. Nate provides updates on year to date brochure requests.
I. Ben shares information on Blanding obtaining a COOP Grant to update the Blanding City website. Ben talks about plans for a food truck park and possibly changing a city park into a campground. Ben provides information about the upcoming marathon and Fall Festival.
J. Commissioner Stubbs shares insight on projects in Blanding, including the Splash Pad next to the pickle ball courts.
K. Linda talks about the Bluff Arts Festival in October. Jennifer talks about promoting the Dark Skyes and reports on a good business season this year.
L. Dallin reflects on business being up overall for the year.
M. Kaeden provides updates on local businesses in Monticello.

VII. Next Meeting: December 9th, 2024

VIII. Jennifer motions to adjourn the meeting. Dallin seconded. All in favor.