

CCTAB Meeting Annual Report & Budget Review

December 10, 2024

The CCTAB meeting focused on the 2025 budget and tourism goals. Key points included the approval of October minutes, board appointments for 2025, city & CERC tourism goals, Annual Report review, and presentation of 2025 budget.

In Attendance: Barbie Haeck, Mequelle Woodruff, Lenise Peterman, Athena Robison, Kami McManus, Scottie Kraync, Amy Anderson, Tim Riley. *Excused:* Bill Hicks. Director, Shanny Wilson, Specialist, Tina Grange, Commissioner Casey Hopes & Tony Martines. Price City Layne Miller, & CERC Director, Kourtney Cox.

Approval of minutes. Motion to approve by Scottie, Second by Lenise. All in favor. Motion passes.

Action Items

- [] Coordinate with CJ & Price City to have the music in the park poster information ready by the end of March and printed by the end of April.
- [] Assist where needed in coordinating the Buffalo Soldiers trail, Heritage Trail locally.
- [] Explore funding sources for ball field improvements and the USU activities in Helper.
- [] Assist where appropriate to help with a cemetery grant to help with funding some cleanup activities at the Castle Gate cemetery.
- [] Help to promote the North Springs facility more to increase community traffic and events.

Outline

Approval of Previous Meeting Minutes and Board Appointments

- Tina initiates the meeting, emphasizing the busy agenda and the importance of the proposed budget for the next year.
- Barbie Haeck, Chair calls the meeting to order at 4:02 p.m. and requests approval of the October minutes. The minutes are approved with a motion by Scottie, second by Lenise. Motion passes.
- Tina provides an update on board appointments for 2025, mentioning that four members were appointed at a commission meeting, with the fifth appointment scheduled for December 18. Bill Hicks, Amy Anderson, Kami McManus, & Krystal Nostrant. Mequelle will be officially re-appointed at the Dec. 18th meeting.
- Tina announces that Athena will not be reapplying for the board and that Krystal Nostrant with SureStay Plus by Best Western will take her place starting in January.

City Tourism Goals for 2025

- Price City: Layne Miller outlines two main goals: increasing attendance from out-of-state residents and establishing a permanent stage for the park. Discusses the importance of the ZAP tax for funding projects and mentions plans for a music in the park poster. Layne shares information about the Buffalo Soldiers trail, highlighting its historical significance and potential for tourism and expresses willingness to help coordinate the Buffalo Soldiers trail locally.
- Helper City, Lenise Peterman discusses recreational goals, including a conceptual plan for river restoration and improvements for ball fields. She mentions the USU playing every Friday beginning in March and plans for a film marker and film festival. Also discusses potential funding for Castle Gate Cemetery cleanup activities.
- Wellington City, Jack Clark talked about completing a four-wheel drive trail and improving the fish pond area.

Event Center and North Springs Updates

- Kourtney Cox, Director provides an update on the event center, mentioning plans for LED signage and a PRCA rodeo event. Discusses the importance of reducing cleanup and promoting the event center more effectively. Highlights the success of a recent concealed weapons class and plans to promote it further. Kourtney emphasizes the goal of increasing events and community traffic to all facilities.

Annual Report Overview

- Tina Grange, Specialist presents the annual report, mentioning the completion of various infrastructure projects, including road improvements and public safety projects. Goes on to discuss the new visitor data company, Placer, and its ability to provide visitor spending data. Tina highlights key events and visitor data, including the Carbon County Fair, Helper Arts Festival, and Nine Mile Canyon visitor numbers. Emphasizes the importance of social media and paid advertising in attracting visitors.

Budget Overview and Recommendations

- Tina explained the budget approval process at the Commission Meeting on December 4th, noting that the commission has already approved the budget amount. Tina adds that the commission can approve the budget amount but will consider the board's recommendations on how to spend the money once presented by Barbie at the next Commission Meeting on December 18, 2024
- Shanny Wilson, Director goes over the budget in detail, listing revenue and expenses and emphasizing the importance of matching them. Shanny added the need for additional funding for things like the Jeep Tour and film project next year.

Discussion on Event Center Improvements

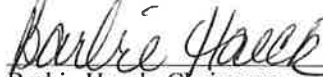
- Lenise Peterman, Helper City asked Kourtney if she has plans to match her dollars by applying for grants or using the tourism funding to pair with other matching dollars. Kourtney elaborates on the need for improvements at the event center, including concrete repairs, drainage improvements, and asphalt for the main parking lot and that SERDA is already helping them with some grant funds. Scottie asks about some of the projects needed at the event center. Kourtney mentions the need for street lighting and additional backstops for sports fields. Also shares the importance of painting the event center ceiling and improving the sound system. Tina mentions that Road projects if recommended and approved could come from the line item on the budget titled, tourism infrastructure project funds.

Miscellaneous Funds and Final Questions

- Tim Riley asks about the increased amount in the misc. fund. Tina explains the \$75,000 in miscellaneous funds, emphasizing the need for a cushion in case of unexpected expenses. Casey Hopes, Commissioner reiterates the importance of having a plan for reserves and the need to be strategic in their use.
- Shanny and Tina continue to answer questions from the board about the budget and the importance of certain projects.
- Lenise motions that the board approve the proposed budget recommendation and order of priority. Athena seconds. All in favor. Motion passes.
- Tina presents Casey Hopes with a gift basket contributed by city rep's and members of the board to thank him for his services. Casey is leaving at the end of the year. Tina expressed her thanks to Casey which in turn Casey thanked everyone on the board for all of their hard work and continued to support for tourism and the quality of life for the locals.
- Motion to adjourn the meeting at 4:58 p.m. made by Lenise, Second by Athena. All in favor. Motion passes.

These meeting minutes are approved with the majority of vote by the Carbon County Tax Advisory Board, DATED this 14 day of January, 2025

CARBON COUNTY TAX ADVISORY BOARD CHAIR


Barbie Haeck, Chairperson