



Utah County Tourism Tax Advisory Board Meeting
Monday, August 12, 2024 @ 11:30am
Location: Location: Pizzeria Seven Twelve
320 S State St. #185, Orem, UT 84058

MEETING MINUTES
(approved at the 10/7/2024 meeting)

Board Members Present:

Danny Wheeler, Utah Valley Convention Center
Graydon Pearson, Pearson Hospitality Group
John Garfield, Provo Marriott
Kevin Santiago, Heirloom Restaurants
Lee Adamson, Explore Utah Valley
Jared Kearns, UVU UCCU Center

Board Members Excused:

Chad Linebaugh, Sundance

County Representatives Present:

Adam Beck, Utah County Deputy Attorney
Lisa Shepherd, Utah County Commission Office
Alice Black, Utah County Commission Office
Nicole Neer, Utah County Commission Office
Ezra Nair, Utah County Administrator

AGENDA

WELCOME, APPROVE MEETING MINUTES & WORKING LUNCH

Danny Wheeler called the meeting to order and stated that the minutes from the June 3rd meeting will be approved in the October meeting.

FUNDING REVIEW UPDATE AND DISCUSSION – KURT CHRISTENSEN

Kurt Christensen stated that he didn't have an update and asked the County Administrator, Ezra Nair, if he had any information. Ezra informed the Board that the County is preparing the budget for next year a little earlier in the year. Normally, the budget process starts in September-October. The County is doing truth and taxation this year, so there will be a tax rate adjustment and he provide solid numbers in the future.

DRAFT – UTAH COUNTY TOURISM TAX ADVISORY BOARD MEETING

Public Meeting Minutes

August 12, 2024

2 | Page

The board discussed whether to replace John Lenahan from Enterprise who resigned from the Board. Board member Lee Adamson suggested to consider a possible restaurant representative from northern or southern county restaurant.

PRESENTATIONS

Timpanogos Storytelling Festival

Project Funding Request: \$30,000

Project Reviewer: Kurt Christensen

TSF presented a promotional video. TSF now collaborates with other art productions to advertise and uses word of mouth. Their storytelling festival is now streamed online. Kaleidoscope Pictures is their advertising company. These funds will be used for advertising.

Utah County Projects – Richard Nielson

Utah County Public Works Director Richard Nielsen presented the Operation and Maintenance asks for 2025. More information and recommendation will be made in October.

- O&M of 12 parks and 55 miles of trails, \$3,577,586
- Vivian Park, \$3.5M
- Bridal Veil Falls, \$9M (total ask for 2025 is \$3,450,000) \$1M in grants.
- Lincoln Beach well and expansion, \$2,750,000
- Soldier Pass Gun Range (previously approved \$365,000, \$1.5M to finish
- Benjamin Park (needs new playground), \$350,000
- Equestrian Park, \$350,000
 - Utah County is trying to get Lehi, American Fork and Highland to take over the operations aspect of the park.
- Skipper Bay Trails, \$550,000 (request of \$450,000)
- Provo Canyon Trail, \$320,000
- Jordan River Trail (south end to Thanksgiving Point), \$2.5M
- Salem Canal Trail, \$130,000

Richard Nielsen also shared that the funding is in place for the trail from the new Provo High to southern end of Lehi Main Street.

Board member John Garfield complimented the work of the Parks & Recreation Department.

FUNDING RECOMMENDATION DISCUSSION & VOTING ROUNDTABLE DISCUSSION

Timpanogos Storytelling Festival:

Board member John Garfield moved to recommend the \$30,000.

AYE: All in Favor

The motion passed 5/0.

Board Chair Danny Wheeler wants a better knowledge of funding at the October meeting.

DRAFT – UTAH COUNTY TOURISM TAX ADVISORY BOARD MEETING

Public Meeting Minutes

August 12, 2024

3 | P a g e

Board member Kurt Christensen moved to adjourn.

AYE: All in Favor

The motion passed 6/0.

Board Vice Chair Kurt Christensen mentioned that the point of sale on the TSF website could be improved.

Board member Lee Adamson said that Bridal Veil Falls is the number one or two visitation location in Utah County.

The Board had a brief discussion about the 2034 Olympics, and that hopefully, Utah County will attract tourism business.

Meeting Adjourned at 1:23 pm