

TOURISM TAX ADVISORY BOARD
APPROVED MEETING MINUTES DECEMBER 10, 2024

Commissioner Victor Iverson called the meeting of the Tourism Tax Advisory Board of Washington County to order at 11:00 AM on Thursday, December 10, 2024, via Zoom at the Washington County Administration Building, 111 East Tabernacle, St. George, UT. Those in attendance: Tourism Tax Advisory Board: Dorothy Heers, Zac Nixon, Brett Burgess, Kevin Smith, Shayne Wittwer and Ken Neilson. Other attendees include Deputy County Attorney Steven Scott, Commissioner Victor Iverson, Tourism Director Brittany McMichael, and Tourism staff members Chad McWilliams and Jamie Allen.

WELCOME

Commissioner Victor Iverson welcomed all in attendance and determined that a quorum existed for voting on action items.

Consideration of October 24, 2024, Minutes

MOTION: **Motion by Brett Burgess to approve October 24, 2024, Minutes.**
Motion seconded by Zac Nixon and carried by a unanimous vote.

Consideration of the 2025 Budget

MOTION: **Motion by Shane Wittwer to approve the 2025 budget with the understanding that marketing and administrative expenses should be easier to differentiate in the future.**
Motion seconded by Brett Burgess and carried by a unanimous vote.

Consideration of Sports Marketing Agreement Requests

Copper Rock Golf Course is seeking \$100,000 to promote and market both the Copper Rock Championship 2025 LPGA Epson & 2025 LPGA Legends Championship. The recommendation for both events is \$100,000.

GRO Promotions is seeking \$25,000 to promote and market the 2025 True Grit Epic. The recommendation is \$10,000.

MOTION: **Motion by Dorothy Heers to approve funding as recommended.**
Motion seconded by Kevin Smith and carried by a unanimous vote.

Consideration of Marketing Sponsorship Request

Hurricane Valley Chamber of Commerce is seeking \$25,000 to print and distribute 15,000 copies of the 2025 Hurricane Valley Chamber Guide and 10,000 copies of the 2025 Hurricane Valley Chamber Map. The funding recommendation is \$13,175.

**MOTION: Motion by Kevin Smith to approve funding as presented.
Motion seconded by Dorothy Heers and carried by unanimous vote.**

Consideration of Event Funding Request

St. George City is seeking \$25,000 to promote and market the St. George Art Festival. The recommendation is \$20,000.

**MOTION: Motion by Zac Nixon to approve funding as presented.
Motion seconded by Shayne Wittwer and carried by unanimous vote.**

The next meeting will be held on February 20, 2025.

**MOTION: Motion by Kevin Smith to adjourn the meeting.
Motion seconded by Dorothy Heers and carried by unanimous vote.**

Minutes prepared by Trista Nielson
Adjourned at 11:22 AM