



JUAB COUNTY TRAVEL AND TOURISM

Shanna Memmott, Director

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www.juab.is

Juab Tourism Tax Advisory Board

Meeting Minutes

Date: March 11, 2025

Time: 5:00 p.m.

Location: DUP Museum, 4 S. Main, Nephi, Utah

Present: Shanna Memmott, Ryan John, Taylor Draper, Dakota Holdaway, Meadow Perides.

Absent: Amy Stevenson

Conducting: Ryan John, Board Chair

Approval of Previous Minutes

- Motion to approve minutes from October 8, 2024, made by Taylor Draper.
- Second, by Ryan John.
- Motion approved.

Event Marketing Grant Application Approval

- 12 grant applications were submitted, totaling \$20,000 in requests.
- The board had \$15,000 earmarked from the 2024 CO-OP, with an option to move \$5,000 from the Event Banner Budget if all applications met the criteria.
- Ryan confirmed that past awardees, T&T Farms, Cowboy Poetry, and Tintic Jubilee, were eligible. The Elks Poker Ride event had not yet taken place.
- The board discussed event revenue generation using a rubric prepared by Taylor.
- Ryan highlighted the 50/50 grant match, doubling exposure to \$40,000 in marketing value.
- Shanna noted that grant guidelines and logos are now available on the Juab.is website.

- Concern was raised about whether T&T Farms qualifies as an event rather than a business.
- The board reviewed grant criteria, deciding to monitor T&T Farms' impact before issuing future funding.
- Clarification was requested on whether Nephi Recreation qualifies for grants. Shanna will investigate.
- Motion to approve all grants made by Taylor Draper.
- Second, by Ryan John.
- Motion approved.

Issues with Event Sponsorship Compliance

- Sporting events booking rooms in Utah County instead of Juab County is an ongoing issue.
- Better Baseball did not display the required logos despite repeated outreach attempts.

Grant Process Changes

- Proposal for a cover sheet summarizing applicant details.
- Funds are to be issued only after proof of proper logo use and promotional material submission.
- Suggested return to in-person applicant interviews, with remote options available.
- Future applications must meet all requirements.
- A rubric will be developed for the next grant cycle.
- Shanna will gather samples from other counties.

Purchasing Placer.ai approval

- Data collection needed for ROI analysis on grants.
- Previously provided by the marketing agency, but a new source is required.
- Negotiated three-year contract: \$10,000 (Year 1), \$12,000 (Year 2), \$14,000 (Year 3).
- Future costs will be included in Co-op grant applications.
- Motion to approve purchase made by Ryan John.
- Second, by Dakota Holdaway.
- Motion approved.

Project Updates

- Event Guide: Completed.
- OHV Guide: Expected completion in April after final mapping.
- Stargazing Tour: Completed.
- Birdwatching Tour: Completed.
- Ag Tourism: Ongoing.
- Juab.is Videos: 3 completed, 7 remaining.

Changes in TRT Laws

- A new bill allows counties collecting under \$500,000 in TRT revenue to use funds for mitigation.
- More details will follow after legislative briefing.

TRT & TRCC Data

- TRT revenue decreased in 2024 and early 2025, consistent with other counties.
- TRCC revenue is steadily increasing.
- Discussion on forming partnerships to offer visitor discounts.

Other Business: Board Member Terms

- Ryan, Taylor, and Dakota agreed to continue serving.
- Shanna will confirm with Meadow and Amy.

Next Meeting

- Date: October 14, 2025
 - Time: 5:00 P.M.
 - Location: 4 S. Main Street Nephi, Utah 84645
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