

May 13, 2025

CCTAB Meeting

Attending: Larry Jensen Timothy Riley Krystal Nostrant Amy Anderson
Barbie Haeck Shanny Wilson Mequelle Woodruff William Hicks Tina Grange
Kourtney Cox Layne Miller Tina Grange Aspen Ray Lodge Celina Sinclair
Keaton Ross Scottie Draper

Board Members Excused: Lenise Peterman, Kami McManus

Details

- **Roll Call and Introductions** Meeting called to order by Mequelle Woodruff, Chair at 4:02 p.m. Followed by a roll call of attendees, including Bill Juber, Layne Miller, Scottie Krajnc, Bill Hicks, Keaton Ross, Kourtney Cox, Larry Jensen, Tim Riley, Amy Anderson, Shanny Wilson, Barbie Haeck, and Tina Grange. **Joining virtually:** Celina Sinclair (UTIA), Athena Robison from National 9, and Aspen Ray Lodge.
- **Approval of Meeting Minutes** Mequelle, Chair asked for approval of the previous meeting minutes, noting they had a couple of adjustments they had initiated.

Motion: Amy Anderson

Second: Tim Riley

Motion carried with all in favor

- **Price City Updates** Layne reported on a successful Renaissance Fest with a large crowd and vendors, noting its appeal to a diverse audience. They also mentioned progress on the International Days event in July and plans for a permanent stage in the park. Heritage Trail Kickoff happening June 6th. He participated in the promotional video with the State Historic Preservation Office.
- **Wellington Updates** Bill Jubber reported Wellington received a grant for a transportation master plan and that developers are moving forward with permits. Tina asked about Pioneer Days. Bill said they are still working on getting donations and doesn't have much to report on the event.
- **Helper Updates** Mequelle reporting for Helper announced Helper's "Passport to Eastern" event on June 6th to kick off Helper First Friday Event. An open meeting

on May 21st regarding the merging of arts and Main Street boards will be taking place. Invites the public to give their input.

- **CERC/N.S. Updates** Kourtney Cox reported North Springs applied for a T-Mobile hometown grant for infrastructure and that building resealing is underway. Just hosted the Eastern Tattoo Show and Chamber of Commerce Casino Night. Both were great turnouts. Getting ready to kick off the county fair and Black Diamond Rodeo. So much work is happening behind the scenes and expects these events to draw a large number of people.
- **UTIA Presentation Introduction** Tina Grange introduced Celina Sinclair, the Executive Director of the Utah Tourism Industry Association, to present on recent legislation affecting county and state transient room tax. Tina noted Celina's advocacy work and the relevance of the information for their board and lodging partners.
- **Transient Room Tax Rate Increase** Celina explained that HB456 increased the statewide transient room tax by 0.75%, effective July 1, 2025. Selena also noted that counties have the option to increase their local transient room tax by up to 0.25%, requiring a resolution by the county governing body.
- **Use of Increased State TRT** 0.5% of the new statewide transient room tax will go to a long-term capital projects fund, potentially for Olympic-related infrastructure. The remaining 0.25% is dedicated to a new outdoor recreation mitigation grant for third through sixth class counties.
- **Allowable Uses of County Transient Room Tax** modifications to the acceptable uses of county transient room tax, distinguishing between "establishing and promoting" and "projects" as exclusive categories. The definition of "establishing and promoting" now focuses on attracting or enhancing transient guest spending for tourism, recreation, film production, and conventions. Selena pointed out the removal of "destination development" from this category.
- **Changes in Project Uses and Mitigation** Celina went on to report that "trails," "transit," and "parking" are now allowable project expenses for all counties, with county ownership specified for airports. The definition of "mitigation" has been narrowed to five specific areas, and all county classes can now use project funds for mitigation.
- **Elimination of Certain Exceptions and Reporting Metrics** The elimination of the base year exception for fourth through sixth class counties and the requirement

to report on in-state versus out-of-state promotion. The focus is now on any visitor contributing to the local economy .

- **Establishment of Revenue Tiers for Promotion Spending** The new revenue tiers for required spending on establishing and promoting tourism. Counties generating under \$500,000 annually have no spending requirement, those between \$500,000 and \$1 million require 1% (potentially 22% with the 4.5% rate), and those over \$1 million maintain the 2% requirement. Celina noted Carbon County's proximity to the \$500,000 threshold is close and that she is monitoring it closely as well.
- **County Flexibility in Promotion Spending** The spending requirements are minimums, and counties can choose to spend a higher percentage on establishing and promoting if they deem it necessary. This allows for local discussions between the business community and the county.
- **Current TRT Usage in Carbon County** Tina Grange asked Celina to reiterate Carbon County's current split of TRT money between establishing and promoting and other uses. Celina responded that the current 2% requirement leads to a 47/53 split, and crossing the \$500,000 threshold could halve the requirement.
- **Enhancing County and Municipal Relationships** It was also outlined how the bill allows for revenue sharing between counties and municipalities, provided the funds are used for allowable county transit room tax purposes. The bill also permits the inclusion of municipal representatives on tourism tax advisory boards, requiring it if a municipality generates 50% or more of the county's TRT .
- **Updates to Tourism Related Reporting Requirements** Selena Sinclair detailed the merging of the Transient room tax and TRCCA reports into the county's annual financial report . The report will now be submitted only to the state auditor, who will then make the information publicly available . She still recommends county DMOs share the reports with their TTAB boards.
- **State Auditor's Role in Compliance** Celina went on to explain the state auditor's new role in ensuring compliance with TRT and TRCCA spending . If a county is found out of compliance, they will be notified and, if the misuse continues, the state auditor can suspend funding. Tina Grange sought clarification on auditing for counties below the \$500,000 revenue tier . Selena clarified that the audits will focus on the legality of the uses, not just percentages.

- **Senate Bill 261 - Tourism Related Reporting Amendments** briefly mentioned Senate Bill 261, which allows the legislative fiscal analyst to review the county transit room tax and TRCCA reports and provide analysis to relevant interim committees. This is intended as additional oversight.
- **Creation of the Outdoor Recreation Mitigation Grant** Provided details on the new competitive grant for third through sixth class counties generating under \$10 million in annual county transit room tax. To be eligible, counties must implement the full 4.5% county transit room tax rate. The grant will be managed by the Division of Outdoor Recreation through the Outdoor Recreation Mitigation Board..
- **Use and Reporting for Mitigation Grant Funds** Celina stated that the mitigation grant funds can be used for visitor-related emergency costs (search and rescue, EMS) and safety costs (solid waste, law enforcement, road repair). A key aspect of the grant is the new reporting requirement on emergency and rescue callouts, including costs and the residency status of those requiring assistance.. The statewide rate increase aims to fund this grant, with counties expected to receive funds starting next year.
- **Questions and Closing Remarks** Tina Grange thanked Celena Sinclair for the comprehensive presentation. Celina offered to be a resource for any further questions as the counties navigate these changes .

Motion to adjourn at 4:56 p.m. by: Barbie Haeck

Second by: Mequelle Woodruff

Motion carries with all in favor.

Approval of Meeting Minutes:

These meeting minutes are approved by a majority vote of the Carbon County Tax Advisory Board, dated this 10 day of June, 2025.

Carbon County Tax Advisory Board Chair



Mequelle Woodruff, 2025 Chair