

CCTAB Meeting Minutes – September 9, 2025

Invited Attendees:

Larry Jensen, Timothy Riley, Krystal Nostrant, Amy Anderson, Barbie Haeck, Mayor Helper, Shanny Wilson, William Hicks, Tina Grange, Jack Clark, Kami McManus, Kourtney Cox, Mayor Dave & Council, Layne Miller, Jared Haddock, Scottie Kraync

Excused: Barbie Haeck, Larry Jensen

Un-Excused: Krystal Nostrant

Summary

Mequelle Woodruff opened the meeting. After a roll call and approval of the July meeting minutes, updates were provided by various participants:

- Layne Miller reported no updates for Price City.
- Lenise Peterman shared Helper's ongoing season with two more events, fall baseball/softball schedules, and the upcoming Helper Hogwarts event.
- Kourtney reported Carbon County's successful demolition derby, the importance of emergency management, upcoming events such as monster trucks and flag football, and increased visitors at North Springs.
- Tina Grange presented event attendance analytics using Placer AI data, noting significant visitor numbers for the Carbon County Fair, International Days and Parade, Helper Saturday Vibes, and the Helper Arts, Music, and Film Festival. She concluded that these events provide substantial economic value and offer insights for marketing adjustments.

Details

Meeting Logistics

- The meeting opened at 4:04 PM, led by Mequelle Woodruff.
- Roll call noted attendance by Layne Miller, Shanny Wilson, Lenise Peterman, Scottie Kraync, Tina Grange, Amy Anderson, Nancy Elkins, Tim Riley, and William Hicks.

- Barbie Haeck and Larry Jensen were excused.
- Minutes from the July meeting were approved following a motion by Scottie and seconded by Amy.

Price City and Helper Updates

- **Price City:** Layne Miller reported no updates but welcomed questions.
- **Helper City:** Lenise Peterman shared ongoing updates, including two scheduled events on September 13th and 27th, fall baseball and softball games (women's and men's schedules provided), and the upcoming Helper Hogwarts event on October 3rd.

CERC Updates

- Kourtney provided updates for Carbon County, reporting that the demolition derby was a success, with positive feedback for announcers CJ Travis.
- She emphasized the importance of coordinating with emergency management for large events and noted the success of a post-event survey.
- Upcoming events include monster trucks, flag football, soccer leagues, and the Christmas market.
- Kourtney highlighted an increase in visitors and class registrations at North Springs.
- Wellington did not have a representative present.
- Kourtney came prepared with a detailed wish list from her staff with highlights of things that are priority over others in hopes of having some of the reserve funding used for these projects.

Clear Creek Resident – Visitor Information Panel

- Daniel Velasquez, a 10-year resident of Clear Creek, shared that he fields questions from up to 60 visitors per week during summer about the town's history, quaintness, and cleanliness.
- He has been collaborating with the Historical Society to identify key historical points and has HOA approval to install one or two visitor information panels.
- Tina expressed support for the project, noting that kiosk stands are available but that costs and panel materials need to be determined to ensure long-term durability.

- Lenise will meet with Larry and Shanny for further discussion and apologized for any confusion.
- Significant changes to next year's budget recommendations are expected and will likely be shared at the November meeting.

Meeting Adjournment

- Adjourned at 5:10 PM
- Motion to adjourn by Scottie, seconded by Mequelle Woodruff

Approval of Meeting Minutes:

These meetings minutes are approved by a majority vote of the Carbon County Tax Advisory Board, dated this 21 day of Oct, 2025

Carbon County Tax Advisory Board Chair or Vice Chair

Mequelle Woodruff