

JUAB COUNTY TRAVEL AND TOURISM  
Shanna Memmott, Director  
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www.juab.is

## **Juab Tourism Tax Advisory Board**

### **Meeting Minutes**

**Date: 10/14/25**

**Time: 5:00 p.m.**

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

**Present: Shanna Memmott, Ryan John, Taylor Draper, Amy Stevenson, Meadow Perides, Clinton Painter, Justin Seely, Ava Pay**

**Absent: Dakota Holdaway**

**Conducting: Ryan John, Board Chair**

### **Approval of Minutes**

- Motion to approve minutes from March 11, 2025 made by Taylor Draper
- Seconded by Ryan John.
- Minutes approved.

### **Introduction of New Board Members**

- Justin Seely-City Representative
- Ava Pay- Sandy Beach at Yuba Lake

City Representative is non-voting.

Ava will move into a voting position when another board member's term expires.

Ryan asked whether a vote was needed to accept the new members, but Commissioner Painter clarified that it had already been handled in the Commission meeting.

The Bylaws already allow for additional non-voting members, so no revisions were needed to comply with new legislation.

### **Changes in TRT Laws**

Discussed HB456

<https://le.utah.gov/~2025/bills/static/HB0456.html>



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### TRT and TRCC Numbers for 2025

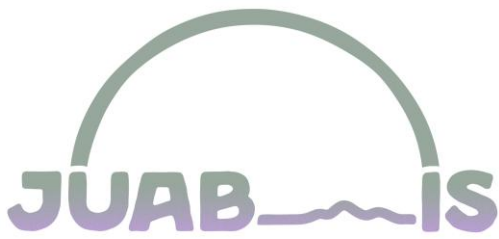
- TRT revenues are below last year's totals. After reviewing Placer.ai data, the decrease appears to be related to the completion of the powerline project, Nephi Canyon road construction, and IPP construction winding down. Shanna believes the decline is temporary, and that numbers will improve once the Young Living Campground and Microtel Hotel are completed.
- TRCC revenues are up. With several new businesses opening, Shanna anticipates continued growth.

### Completed and Current Projects

- OHV Guide is completed and being distributed.
- *Pails for Nails* cleanup event was a great success. Participants keep the magnets now. This allows them to use it at other recreational areas.
- Stargazing pamphlet
- Birdwatching section added to the website. We will continue promoting Juab County as a bird-watching destination, including adding a **Juab County Birding Bucket List**. A local birding enthusiast has already provided the content; a check-off list will be designed using his information.
- *Juab Is* videos are still in production.
- *Juab Is* water bottles were distributed at the Juab Demolition Derby with a scan-to-win promotion to grow social media followers. A Fall Festival all-inclusive package was given away.
- **America 250 Celebration:** We will tie this into the 2026 calendar with *250 Activities to Celebrate Freedom in Juab County*. A *Juab\_is* video made specifically for the 250-year celebration will be made and shown at events. "Juab Is Freedom" socks will be handed out to and worn at county events.
- Hosted Law Enforcement training in Juab County with SHPO.
- Installed a Utah Film Commission **Film Trail Marker** in Eureka.

### Juab County Event Marketing Grant

- Unclaimed funds from 2025 events will be rolled into the 2026 Event Marketing Fund. Applicants must reapply to receive 2026 funds.
  - Motion to approve made by **Taylor**
  - Seconded by **Amy**



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- **Motion approved**

- Shanna will create a rubric for next year's grant cycle based on Taylor's rubric.
- Shanna requested removing the requirement to collect receipts with the closing report. This requirement has added unnecessary workload, especially since expenditures and logo placement must now be approved before checks are issued.
  - Motion to approve the change made by **Taylor**
  - Seconded by **Ryan**
  - **Board approved the change**

### **Placer.ai Data**

Placer.ai has been purchased, and we are still in the training phase. Shanna shared several examples of how the data can be used. She explained that Placer.ai will be valuable for showing ROI in her reporting and for supporting Event Marketing Grant decisions.

Justin noted that he has seen a demonstration of Placer and agrees it will be beneficial.

### **2026 Budget Proposal**

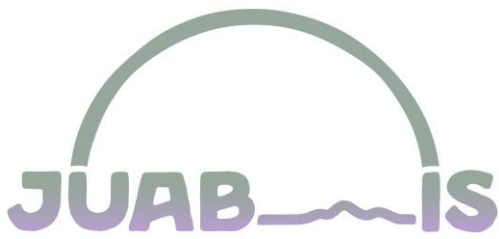
#### **Shanna presented the 2026 budget request.**

- The billboard portion may change if an easement agreement cannot be reached with the new property owner for the south I-15 billboard.
- The largest budget change is the allocation for the America 250 celebration.
- If approved as written, the budget should leave approximately \$107,000 for future projects and unexpected expenditures.
- She reminded the board that they are a recommending body and that final approval lies with the County Commissioners.
  - Motion to approve the budget made by Taylor
  - Seconded by Amy
  - Budget unanimously approved

### **2026 Tourism Conference**

Shanna would like the board to attend the 2026 Tourism Conference in Heber Valley. The cost has been included in the proposed budget. This conference is an excellent opportunity for training and understanding TRT and TRCC processes. Most counties bring their advisory boards, and they find it beneficial.

The conference dates conflict with our October board meeting, so that meeting date will need to be changed.



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**Other Business**

- Shanna asked for suggestions for future improvements or marketing ideas.
- She also asked board members to participate in the Central Utah Outdoor Recreation Survey created by the Utah Division of Outdoor Recreation. The results will help identify future project priorities.

**Set Date for Next Meeting.**

- Meeting set for March 10, 2026

**Meeting Adjourned**

