

Nov 10, 2025

2026 CCTAB DRAFT Meeting Minutes

Attending: Larry Jensen Amy Anderson Barbie Haeck Mayor Helper
Shanny Wilson carboncountryclub@gmail.com William Hicks Tina Grange
Tina Grange

Attachments [2026 CCTAB Budget Meeting](#)

Excused: Scottie Kraync, Tim Riley

Unexcused: Krystal Nostrant, Kami McManus

Details

- **Welcome** Mequelle Woodruff, Chair opened the meeting on November 10th at 4:01 p.m. and conducted a roll call
- **Approval of Minutes and Budget Presentation** The meeting minutes from October were moved for approval by Lenise Peterman and seconded by Amy Anderson, with the motion passing unanimously. The discussion then moved to the presentation of the 2026 draft budget by Shanny Wilson, who noted that the review would not be line-by-line unless there were questions.
- **2026 Draft Budget Revenue and Grants** Shanny Wilson and Tina Grange discussed the strategic planning of the budget, primarily based on the projected Transient Room Tax (TRT) revenue. The initial projection of TRT was 480, but it was revised down to 440. Tina Grange confirmed they received a co-op grant of \$32,500 for 2026, which was half of the amount requested. County Auditor recommended bringing in \$51,000 from the prior year's contributions to balance the budget, bringing the total revenue to \$523,500
- **Draft Budget Expenditures and Staffing Changes** The draft budget expenditures were discussed, prioritizing wages, including a preliminary 3.5% Cost of Living Adjustment (COLA) raise. Shanny emphasized the need to fund a summer temporary employee position. In an effort to improve their social media engagement, Tina Grange was allocated a county telephone for collecting

content as needed. The tourism department is moving away from a full advertising agency for 2026 and is hiring an individual or agency to manage digital assets and paid meta & google ads for a \$60,000 contract. The RFQ has been sent out and the proposals will be reviewed by Shanny & Tina.

- **Advertising Strategy and Digital Focus** The \$60,000 contract for digital asset management, which covers Facebook, TikTok, Instagram, and paid Meta ads, will be covered by the advertising and promotion fund (480). Tina Grange stated they will manage all other promotional items, such as publications and billboards, in-house. The contract with the current agency, Colvita Creative will end in December. Tina Grange noted that the largest return on investment has been from Google and Meta ads, and they will prioritize state grant funds for those. They also confirmed they would not be renewing the airport advertising spend.
- **TRCC Budget and Event Funding Proposal** The discussion moved to the TRCC budget, which projects a revenue of \$378,500. Shanny Wilson stated that the proposal includes \$200,000 to Carbon Events & Recreation Complex, \$100,000 to roads, and \$28,500 for the Sheriff's office aka Public Safety. Tina Grange proposed taking the \$10,000 event marketing grant out of the remaining \$50,000 intended for trail work, signage, and grant matching, noting that grants typically come from this fund and have in the past. Discussion was then opened up to the board members to ask questions and or make recommendations.
Recommendation to approve the proposed 2026 DRAFT budget for Carbon County Tourism was initiated by Lenise Peterman and seconded by Mequelle Woodruff. All in favor. Motion carried.
- Motion to adjourn at 4:50 p.m. made by Amy, seconded by Mequelle. All in favor. Motion carried.

Approval of Meeting Minutes:

These meetings minutes are approved by a majority vote of the Carbon County Tax Advisory Board, dated this 9th day of December, 2025

Carbon County Tax Advisory Board Chair or Vice Chair

Timothy Riley

