

Sevier County Tourism Advisory Board  
December 9th, 2025

**Agenda**

November Minutes  
Budget 2026 Final Approval  
New Application  
Update on Mural  
Salina Billboard  
Promotion Report

In Attendance:

Ralph Brown - Commissioner  
Amy Myers - Tourism Director  
Randy Baumgardner - Motel 8 Salina  
Kevin Arrington - SVC  
Jake Van - Blackhawk Arena  
Michele Jolley - Richfield City  
Liz Stevens - Fremont  
Landon Larsen - Larsen's Ace  
Kenzie Draper - Richfield Chamber

Public:

Jessica Hutchings - Sevier County Events  
Levi Maxfield - Sevier County Events  
Randy Rhodes - Soren Marketing  
Cody Draper - Soren Marketing

**Minutes:** Amy Myers shared with the board that Jake Van was presented an award by WPRA at the NFR. Amy received the award on behalf of the county.

### **November Minutes**

**Motion made by:** Randy Baumgardner

**Second by:** Liz Stevens

**All in favor:** Yes

### **Final Budget for 2026**

**Minutes:** Amy Myers presented the final report on the budget for 2026.

### **Up Date on Mural**

Commissioners choose not to fund the mural. They felt like it was just for Richfield and didn't represent the County as a whole. They also shared concerns with funding future murals and that they couldn't have the logo on the wall.

**Minutes:** Amy Myers shared with the board that the county commissioners met with her and also had a meeting with Mario about the mural. The commissioners felt it was best to not move forward with the funding of the mural given it was specific to the Richfield area and that the county logo would not be put on the mural wall.

### **Salina Billboard**

Salina Chamber of Commerce is requesting help funding a billboard for Salina City.

They stated: **We will not use the County Tourism logo that has Richfield on it.**

**Requesting:** \$1,500

**Recommended:** \$500 for billboard as is, or \$1500 with the use of the County Tourism logo.

**Motion made by:** Kevin Arrington

**Second by:** Jake Van

**All in favor:** Yes

**Minutes:** Myers shared the application with the board. There was extensive discussion around the use of the tourism logo given that they are requesting the use of tourism dollars. Liz Stevens asked the ad agency their professional opinion of the billboard. Cody Draper from the agency shared that you typically have 3 seconds on to make an impact with a billboard. The board would like to have input into what is on the billboard. They felt that it was too busy. There were concerns that this is a billboard just for Salina. The board felt like the use of the tourism logo is

important. Randy Baumgardner sustained from voting due to dual board conflicts. Kevin made the motion to only support part of the cost, \$500, if they won't use the tourism branding and \$1,500 if they will use the Tourism logo.

### **Promotion Report**

Promotion Update from 2025 and where we are going in 2026. Presented by the ad agency.

**Minutes:** Randy Rhodes and Cody Draper from Soren Digital, the ad agency that the county has contracted with to help with promotion presented the data from 2025. They shared the data from the website traffic, SEO, social media, youtube, digital billboards, email marketing as well as radio and tv. They shared how we compared with the rest of the state in our marketing efforts. They shared that we are up in the amount of time people are staying in Sevier County and that the amount of money they are spending while in our county is increasing.

### **Other Business**

**Minutes:** No other business.

### **Adjourn Meeting:**

**Motion made by:** Kenzie Draper

**Second by:** Liz Stevens

**All in favor:** Yes