

December 9, 2025

# 2026 CCTAB DRAFT Meeting

## Minutes

Attending: Larry Jensen, Tina Grange, Shanny Wilson, Amy Anderson, Barbie Haeck, Scottie Kraync, Tim Riley, Kami McManus, Layne Miller, Nancy Elkins,

Excused: Bill Hicks, Lenise Peterman

### Details

- **Welcome** Vice Chair, Tim Riley joined via Google Meet and called the meeting to order at 4:00 p.m. We went around the room to provide a roll call.
- **Approval of Minutes** November meeting minutes were motioned to be approved as presented by Scottie and seconded by Amy. All in favor. Motion carried.
- **North Springs EOY Funding Update** Kourtney provided the board a breakdown of the funding she received for projects at North Springs. She stated that about 56% of the \$54,000.00 has been used to make some really great progress. As stated in a previous meeting the project turned into a much bigger undertaking once they realized the issues with logs on the main cabin. Due to them being heavily dry rotted they had to purchase some extra products to be able to harden the wood. She wanted the group to know that the Carbon County Maintenance guys did an incredible job. Update on the targeted sidewalk repair she has been in contact with the road department to try and get that work scheduled. With the dumpsters and clean up they were able to knock out a whole bunch in one weekend with the help of the dedicated hunters and that took some burden off of the maintenance dpt as well. Originally the board approved 3 PTZ Cameras but with a shift in IT's preference, they've been able to purchase a total of 7 cameras as well as all the network equipment. All the gutters are installed. Once the weather warms up, they will be able to complete the projects on the list and that they've been able to pre order a good amount of supplies they'll need to complete next year. Tina asked if the leftover funding will be able to be carried over into the 2026 budget and Kourtney said that yes, she has talked with Seth our County Auditor and that won't be a problem. Tina thanked Kourtney and the maintenance

staff for taking care of the repairs and how important they are to the range for a better visitor experience.

- **City Updates** Layne Miller, Price City was the only representative present. He reported holidays are coming along. There will be a Christmas concert on the 19th at the Auditorium. Mark McKay. He performed here a couple of years ago and tickets are available. He reported that the biggest thing right now is that the mayor is trying to get projects done and the new mayor is excited to start new projects. Change can be hard and there has been a lot of discussion with the current council but they are hopeful with the new change in 2026.
- **Board Position Update** Tina asked that a recommendation be made to table this until the January meeting. Motion made by Scottie, seconded by Barbie. All in favor. Motion carries. Tina will provide that update in the January meeting.
- **Understanding the Role of the CCTAB** Tina started off by saying how important the board is to the process and that she never wants them to feel like they are not important. She then started with an exercise. She went through some marketing terms to see how many members of the board knew what they stood for. SEO, KPI, CTRm Paid vs. Organic media, and ROI. Scottie seemed to know most and Amy knew a couple. Tina then shared the answers with the group. This exercise was done to help the board understand the importance of the expertise that is needed to make certain decisions within the department and that the board won't always be used to review things or asked to help make certain recommendations and also that we are not required to.

However, the board is a crucial part in providing, "in order of priority" how the TRT dollars should be used. Tina explained how that knowledge then helps our office set the strategy for spending those dollars. Example: In the November meeting the board made their recommendations for the 2026 budget. She shared an example. The board recommended \$170,000 be spent for advertising and promotion. Once that recommendation is approved by our commissioner, then our office is able to take that information and strategize where and who to spend it with. The summary of the presentation was to show that the Tax Advisory Board is an advisory board and that their recommendation sets the direction for the staff and that the staff makes technical decisions as well as choosing of vendors. Together, we can maximize the impact of tourism tax dollars for Carbon County. Shanny, Tina, and Larry recently made a decision to hire a new social media manager and that is what has sparked this conversation. Tina also explained to the board that her door, Shanny's, and the Commissioners are

always open to answer anything you don't understand or would like an explanation on why we made a decision on something. She encouraged the board to talk to them first before talking to people outside who may not have the right information to be making statements.

Layne with Price City shared that the list Tina went over is truly the guts of social media and you need to have someone that understands it. Tina then turned to the group for questions. No questions were asked. Commissioner Haddock spoke and added that especially when you're posting on someone's social media post who doesn't have all the information, it's kind of detrimental to everyone. False information or even accusations sounds very appealing to a community at large. It gets a lot of attention, but ends up being quite devastating to all of you, because it makes all of us look bad.

Commissioner Jensen was then asked if he had anything to add. He explained how the 3 Commissioners are in charge of every penny spent by the county and they don't take it lightly and neither do the supervisors of departments. He added that the information out there about who we chose to manage our social media is not accurate and words matter. He added that they have been a little quiet about it to protect several people in this situation. He added that there are some weird things happening so just be really careful. Added that as Commissioners we value all of you on this board. You are here because we trust you and we need your help and that to his knowledge tourism has not spent any of the money in any way other than what you recommended. He said that it took us a whole day to review the proposals that came in and that we didn't feel it was fair to ask you all to dedicate a full day of work as a volunteer to help us do that. The proposals were reviewed, they were scored and there was no favoritism in any shape or form. Now the final decision on where that contract went was his. When we open those in Commission Meeting a motion is made to accept those and to turn it back to allow the department heads and the commissioner over that department to review and make a decision. So there is a local vendor who is mad because we didn't choose them and then people that don't understand make assumptions and stir trouble. Commissioner Jensen went on to say that what he is saying to all of us is that nothing productive comes from negativity but we can lift and build and ask questions so please come talk to us. As a commission, they trust Tina and Shanny 100%. For people who are engaged in negative social media stuff, it's not appropriate.

- **Other Items for Discussion** Tim asked if there was anything anyone wanted to add. Tina was able to share the designs of the Clear Creek panel with the board as well as the changes that the Clear Creek community wanted. She is working with our creative team to make those changes. She let the board know just how grateful the Clear Creek community is for the board's recommendation to fund this project. It means so much to them. They hope to have a celebration late spring once the panel is installed and maybe even unveil it with a ribbon cutting. Amy asked about the recent funding for an ohv trail that was mentioned in the commission meeting. She said someone asked her if the location of those were near their property behind Rocky Mountain ATV and she said that it wasn't. Tina then explained that tourism and the trails committee received an ORI grant to do the NEPA study on the King Crawler Trails that have been around for a long time but that haven't been officially designated by the BLM so that is why they are taking these steps. Once designated tourism can promote them and work with event organizers to bring crawler events to Carbon County.
- Tim asked for a motion to adjourn at 4:51 p.m. Motion was made by Barbie, seconded by Scottie. 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 13th day of January, 2025

#### **Carbon County Tax Advisory Board Chair or Vice Chair**

Timothy Riley