

Sevier County Tourism Advisory Board
January 6th, 2026

Agenda

December Minutes
December Meeting Update
November TRT & TRCCA
Application Process
2026 Board
Bylaws
Wildcat Winter Duals / Individual Wrestling Tournament

In Attendance:

Ralph Brown - Commissioner
Amy Myers - Tourism Director
Randy Baumgardner - Motel 8 Salina
Kevin Arrington - SVC
Jake Van - Blackhawk Arena
Jordan Shumway - Comfort Inn
Kenzie Draper - Richfield Chamber
Ashley Steck - Ramada

Public:

Jessica Hutchings - Sevier County Events
Levi Maxfield - Sevier County Events

December Minutes

Motion made by: Kevin Arrington

Second by: Randy Baumgardner

All in favor: Yes

December Meeting Update

Minutes: Amy Myers shared with the board that the commissioners approved everything that the board recommended in December. They took no action on the Salina billboard. The Chamber has decided to take it back for revisions. Natalie Fullmer was present at the Commission meeting.

November TRT & TRCCA

TRT - \$108,664.31 - Record

TRCCA - \$42,036.19

Minutes: Ashley Steck asked where we get TRCCA money, Car rental issues, some limited options available, Hero Rental, Uhaul, Trip Taxi, Uber.

Application Process

Updated on the County website. Discuss putting the formula on the website. Look at concerns of County Commissioners regarding pre-approval events.

Recommended: Build out a chart to show future events the funds they could qualify for, cap of \$3,500 per day. With the exception of looking at events and awarding more based on special circumstances.

Motion made by: Jordan Shumway

Second by: Kevin Arrington

All in favor: Yes

Minutes: Jordan Shumway said he felt it was important that we continue to make events accountable for the people they bring into the county and that they provide proof. Jordan felt strongly that the board had been looking at the application process all year long and didn't want to go backwards on how the board looks at applications. He felt the board had found the best way to do that. Jordan suggested that we build out a chart that events can look at to see how much they might qualify for based on the number of days of their event and the number of individuals they bring in. Kevin Arrington made the suggestion that we put a cap on the chart that the events will be using to make event planning easier. The board decided to keep the

application as it is set up for now. Taking them after the event is over and requiring documentation from the events. Ralph expressed concerns about not discouraging events and projecting the attitude of “cutting off” events we have funded previously. The board agreed. Ralph also suggested a timeline for payment be added to the website to help events plan. There will be a up to 60 day funding date.

2026 Board

One vacant seat - Jordan Mills. Holiday Inn and Fairfield said they would be willing in the future. Amy Myers has reached out to Holiday Inn.

Those up for renewal.

Randy Baumgardner

Jordan Shumway

Liz Stevens

Landon Larsen

Recommended: Reach out to Holiday Inn (Nicholle) first with information, if she turns down the position, consider Jordan Gurney.

Motion made by: Jordan Shumway

Second by: Kenzie Draper

All in favor: Yes

Minutes: Amy Myers showed the board the open seats for this year. She has reached out to Randy Baumgardner, Jordan Shumway, Liz Stevens and Landon Larsen. They have all expressed interest in staying on the board for another 4 year term. Myers has also reached out to visit with Holiday Inn Expressed to see if they would be interested in filling the vacancy. Jordan Shumway suggested if Holiday Inn wasn't able to fill the seat to reach out to Venture RV.

Bylaws

Consider putting in a Chairman.

Requesting: Chairman

Recommended: No motion. Tabling until February when more members of the board are present.

Motion made by: Jordan Shumway

Second by: Kevin Arrington

All in favor: Yes

Minutes: Commissioner Brown suggested the board take some time and look over the bylaws from other counties over the next month. He also suggested that we wait to move forward with putting in a chairman until we have the full board for 2026 in place. Amy Myers will send the bylaws out to the board and ask them to review them over the next month.

Wildcat Winter Duals / Individual Wrestling Tournament

Hosted by Junior Wildcat Wrestling Association

The tournament includes wrestlers from pre-school to 9th grade. Participants were from 1A through 6A divisions statewide.

Location: SVC

Dates: December 5-6, 2025

Tickets: Single Day - \$10.00 / Two Day \$15.00 / Floor Pass - \$40.00

Participants: 550 Wrestlers - Registration

Spectators: 803 - Ticket sales

Requesting: \$5,000

Funded: none last year

2024: \$4,000 to help for the first time. Only qualified for \$2,000

Qualifies: 550 par + 800 spec x 2 days = \$5,500 550 x 2 Days =\$2,500

Recommended: Randy recommended funding \$5,500.

Motion made by: Randy Baumgardner

Second by: Kevin Arrington

All in favor: Yes

Minutes: Kevin Arrington shared with the board the process Dalton Boren used in coming up with the events participation and spectator numbers. This is the first event to use the new application process. Arrington felt it was very easy to provide numbers for the event of ticket sales.

Other Business

Billboard Art

Minutes: Amy Myers showed to board the design for the new billboard in Salina. Overall good impressions. They would like them to change out the OHV picture for Fishlake.

Adjourn Meeting:

Motion made by: Jake Van

Second by: Jordan Shumway

All in favor: Yes