

JUAB COUNTY TRAVEL AND TOURISM
Shanna Memmott, Director
(435) 623-5203
Shannam@juabcounty.gov
www.juab.is

Meeting Minutes

Date: March 10, 2026

Time: 5:30 PM

Location: Juab County Commission Chambers

Present:

Ryan John, Amy Stevenson, Dakota Holdaway, Taylor Draper, Justin Seeley, Ava Pay, and Shanna Memmott

Absent:

Clinton Painter and Meadow Perides

Minutes from the October 14, 2025 meeting were reviewed.

Motion: Justin Seeley motioned to approve the minutes.

Second: Amy Stevenson seconded the motion.

Vote: The minutes were unanimously approved.

Event Marketing Grant Applications

The board reviewed fourteen Event Marketing Grant applications requesting more than \$23,000 in funding. The available funding for the program is \$20,000. Applicants were invited to attend in person or by Zoom to answer questions and provide clarification regarding their proposals.

Mona City Events

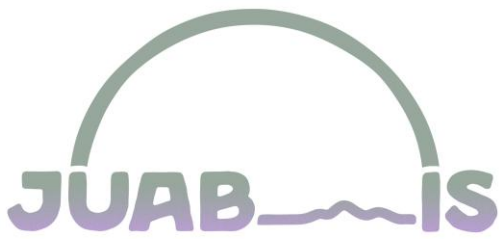
Discussion included attendance growth and participation from surrounding communities despite limited lodging options in Mona.

Requested Amount: \$2,000

Tintic Silver Jubilee

Board members discussed the event's ability to attract visitors and bring tourism activity to the Tintic area.

Requested Amount: \$2,000



JUAB COUNTY TRAVEL AND TOURISM

Shanna Memmott, Director

(435) 623-5203

Shannam@juabcounty.gov

www.juab.is

Elks Poker Ride

The board reviewed the Elks Poker Ride motorcycle event which attracts riders from surrounding counties.

Requested Amount: \$500

Cool Summer Nights Poker Ride

The board discussed the event's popularity within the OHV community and the regional draw it provides.

Requested Amount: \$500

Yuba Sandy Beach Event

Discussion included marketing efforts targeting younger visitors and the opportunity to increase awareness of Yuba Lake.

Requested Amount: \$2,000

Tintic Chamber Mailer

The Tintic Chamber proposed a regional mailer promoting events in the Eureka area and targeting households in Utah County and Salt Lake County.

Requested Amount: \$2,000

UTV Invasion

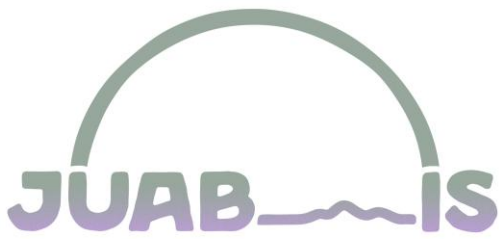
The board discussed the significant tourism impact of UTV Invasion, which attracts approximately 12,000 participants and includes stewardship initiatives such as the Pails for Nails cleanup program.

Requested Amount: \$2,000

Monster X Tour

The Monster X Tour proposed a monster truck event at the Juab County Fairgrounds. The board discussed ensuring all permits, licensing, and tax requirements are met.

Requested Amount: \$2,000



JUAB COUNTY TRAVEL AND TOURISM

Shanna Memmott, Director

(435) 623-5203

Shannam@juabcounty.gov

www.juab.is

Young Living Fall Festival

Board members discussed marketing efforts for the Young Living Fall Festival and the importance of increasing attendance.

Requested Amount: \$2,000

PRCA Rodeo

Discussion included marketing efforts tied to the PRCA Rodeo associated with the Young Living Fall Festival.

Requested Amount: \$2,000

Young Living Jousting Event

The board reviewed the request related to the Young Living Jousting event. After discussion, board members determined the request primarily involved banner promotion rather than traditional tourism marketing.

Action: The board moved the request to the Banner Sponsorship program rather than the Event Marketing Grant.

Renaissance Faire

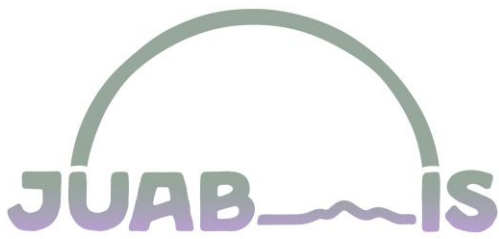
The board conducted a Zoom interview with the event organizer regarding the Renaissance Faire. Discussion included the event's relocation to Young Living Farms and improvements to logistics including parking and event coordination. The board also discussed ensuring marketing follows Utah Office of Tourism co-op advertising guidelines including Life Elevated and Juab_is branding.

Requested Amount: \$2,000

Topaz Mountain Adventures

The board discussed the unique tourism draw of Topaz Mountain and the popularity of rockhounding tourism promoted by online content creators.

Requested Amount: \$1,000



JUAB COUNTY TRAVEL AND TOURISM
Shanna Memmott, Director
(435) 623-5203
Shannam@juabcounty.gov
www.juab.is

Little Sahara Buggy Roundup

The board reviewed a request related to promotional banner placement.

Action: The board determined the request was more appropriate for the Banner Sponsorship program and moved the request accordingly.

Funding Decision

Motion: Taylor Draper motioned to approve the Event Marketing Grant applications totaling \$20,000 pending final approval by the Juab County Commission.

Second: Ryan John seconded the motion.

Vote: The motion was unanimously approved.

Tourism Director Report

The Tourism Director provided updates regarding current tourism marketing initiatives including development of the Juab County Community Guide and Bucket List, ongoing video marketing projects, partnerships with digital creators, and future promotional opportunities related to the America 250 initiative.

The Tourism Director also informed the board that Juab County will be hosting the Utah Office of Tourism Board Retreat on June 4 and June 5. The retreat will bring members of the Utah Office of Tourism board to Juab County and provide an opportunity to showcase local attractions and tourism assets.

Board members were also informed that the Utah Tourism Conference will be held in Heber Valley, and the Tourism Director will be reaching out to board members with additional information regarding attendance and participation opportunities.

Next Meeting

The next meeting of the Juab Tourism Tax Advisory Board is scheduled for October 13, 2026.

Adjournment