

Sevier County Tourism Advisory Board
March 3rd, 2026

Agenda

February Minutes
February Commission Meeting Update
Promotion Update
Chairman for Board and Bylaws Changes
State Tournaments at the SVC
Legislative Updates

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 State Park
Landon Larsen - Larsen's Ace
Kenzie Draper - Richfield Chamber
Nicole Mancinas - Holiday Inn Express
Ashley Steck - Ramda
Jordan Shumway - Quality Inn

Public:

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

February Minutes

Motion made by: Liz Stevens

Second by: Kenzie Drapper

All in favor: Yes

February Meeting Update

Funded recommendations. The commissioners want the board to look over the bylaws.

Promotion Report

TRT - January \$50,015.18 February \$128,426.62

TRCCA - January \$34,247.61 February \$43,387.04

Notes: Jordan Shumway mentioned the increase in sales tax. Randy Baumgardner commented that he has seen a change as well. There is still confusion as to when the change took place.

Sportsmans Expo is next week, we will be taking brochures and hopefully trail maps. Trail maps will be brought around to the hotels as well. Amy Myers talked about the grant the Forest Service is chasing to improve non-motorized trails and the creation of maps for those systems.

New event to our county - Central Utah Astronomy Festival. This is a partnership event between three parks, three counties, and one infinite sky. Liz Stevens spoke on the event and how they have hit the ground running, getting promotion ready, swag, partnerships, and astro tourism. There will be booths at each location, Liz welcomes the board to participate. The event will include booths, guest speakers, sky gazing, telescope viewing. Excited for community engagement, business involvement. Liz encourages everyone to post and reshare the event on social media. Amy Myers mentions that this event will be promoted via paid advertising on social media. Liz spoke on the drastic fee change within state and national parks, and how it could affect tourism.

Amy Myers updated the board that mountain bike trails open on April 1st.

Amy Myers talked about the new tracking we are getting from the Marketing Agency. This will show the amount of referrals that are coming from the Richfield site directly to each partners specific website.

Chairman for Board Bylaws

Add new wording to the bylaws for the Chairman.

Recommended: Liz makes a motion to add a Vice- Chairman and the wording into the bylaws and put in a Chairman.

Motion made by: Liz Stevens

Second by: Jordan Shumway

All in favor: Yes

Notes: Amy Myers spoke on the edits the Commissioners had suggested to the bylaws with some of the wording. Amy also outlined what the role of the Chairman would be. Jordan Shumway noted that there should be a consideration for a Vice-Chairman. The Board decided the Vice-Chairman should step in for Chairman in case of absence and fully duties as needed. The Chairman and Vice-Chairman would be a year long term, based on a calendar year.

Nominations / Volunteers: Kevin Arrington volunteers to be the Chairman and Jordan Shumawy to be the Vice-Chairman, no objection from the board.

State Tournaments at the SVC

Kevin Arrington and Kenzie Draper presenting information about the state tournaments.

Notes: Kevin Arrington gives background on the state tournaments and their rotation within the state. Kevin mentions the hotel price “jumps” that 1A administrators used to help kick start the rotation in schedule. Kevin would like to write up a one page document in correlation with the hotels and present it to the state association with a rate that would work for both parties.

Nicole Mancinas noted that she puts a cap on her room rates, and how Fairfield has to hold rooms for its upper level members.

Jordan Shumway shared how the pricing system works with the intergeneration of AI. He mentions adding into Kevin’s letter to add in a 30 day out time window and a guaranteed rate of room price, room block, non-cancelable, with a 1 night guarantee.

Kenzie shared that she is fielding a lot of calls from businesses wondering what we can do to get images back. She would like a way to educate our community on the way the hotel pricing works.

Michelle Jolley notes that Richfield City TRT for January 2026 received only half of what they received last year and felt it was due to the state basketball tournaments being gone.

Amy Myers told the board about the new website Small Town Sevier and how the event team is updating the website regularly. This is the official website for events in Sevier County.

Legislative Updates

The restaurant bill was turned down at Legislation.

Other Business:

Kenzie Drapper has updates on the Chamber magazine: there has been a change in the size of the magazine and with additional advertisement spots. It will include not only ads but will have write ups and more. The goal is to not only have this magazine in hotels but also to mail it out to all Sevier County residents.

Adjourn Meeting:

Motion made by: Jordan Shumway

Second by: Jake Van

All in favor: Yes