

**San Juan County
Tourism Tax Advisory Board Meeting
Monday February 23, 2026
Bluff Dwellings
2625 US-191 Bluff, UT 84512**

TTAB Board Members:

Name	Role	Position	Term Expires	PM Training Completed
Derryl Jack	Chair	At Large	1/31/2027	Y
Dallin Tait	Vice Chair	Bluff Dwellings, Lodging	1/31/2027	
Jennifer Davila	Board Member	La Posada Pintada, Lodging	1/31/2028	Y
Brian Ballard	Board Member	Wolf Springs Resort, Lodging	1/31/2026	
Bill Haven	Board Member	Abajo Haven	1/31/2028	
Harold Simpson	Board Member	Simpsons Trail Handler, Outfitter	1/31/2028	
Kaeden Kulow	Board Member	Appointment by Monticello City	By Appointment	Y
Ben Muhlestein	Board Member	Appointment by Blanding City	By Appointment	Y
Erin Nelson	Board Member	Appointment by Bluff Town	By Appointment	Y
Silvia Stubbs	Board Member	San Juan County Commission	1/31/2026	

Attendance:

Members Present: Bill Haven, Derryl Jack, Jennifer Davila, Linda Sosa, Ben Muhlestein, Kaeden Kulow, Dallin Tait, Harold Simpson, Erin Nelson

Members Absent: Brian Ballard, Silvia Stubbs

Staff Present: Allison Yamamoto-Sparks, Cortney Yazzie

Staff Absent: None

Guests: None

- Derryl called the meeting to order. Jennifer Davila and Bill Haven motion to adopt the meeting agenda.
- Ben makes a motion to approve minutes from the February 25th meeting, Dallin seconded.

Public Comment: None

Presentations

Allison provided updates on various tourism initiatives:

- **TRT Collections:** Allison reported that a former intern, Tyler Devenport, created TRT tracking software, RoomRev. Tyler recognized the need for a better solution to replace the large, messy, and non-shareable spreadsheet we previously used. This new platform will now be used to efficiently track monthly TRT data for every lodging property. This is a significant improvement for our data management process.
- Allison reported that San Juan County's countywide Transient Room Tax (TRT) numbers for 2025 finished the year up compared to 2024. Allison shared that at Tourism Day on the Hill, a 2025 yearly report was shared that showed that San Juan County was one of the top 5 counties with the largest percentage of TRT increase statewide.'
- **Visa Spending:** Allison shared the Top 10 2025 Visa Spending Report, which included data for the entire year. Notably, the rankings for the last quarter held the same order as the overall year-long report.
 - Top Visitor Spending Sources: Salt Lake City is the number one source of visitor spending for San Juan County. Provo and Orem also rank highly, with all three being located on the Wasatch Front, the region from which the majority of our visitor spending originates.
 - Market Growth: Domestic spending saw an increase across all market segments, including restaurants, dining, hotels, and retail.
 - Overall Growth: Total domestic spending for 2025 was up 3.5%.
- **Social Media Report:**
 - **Facebook:** Allison reported that organic social media has been a challenge lately, and she has not been able to get the kind of movement we have gotten previously. We did not reach our social media goals. Facebook Organic quarterly report (12/1/2025-2/23/2026) showed a reach 1.1 M, new followers 943. The 2026 goals for reach: 6 million YTD: 598.3K currently at 9.9% of annual goal. Followers: 6,000 YTD:463 currently at 7.7% of Annual Goal. This is the first time in a couple of years we haven't reached our organic Facebook goals.
 - **Instagram:** Instagram Organic Quarterly Report (12/1/25–2/23/26) showed a reach of 74K and 2.1K new followers. The 2025 goals for Reach (425,000) and Followers (5,000) currently at 26% of Annual Goal. We are continuing to post regularly.
- **Digital Report:**

o **Newsletters:** Allison provided an update on the organization's newsletters and a new marketing initiatives. The team produces two regular email newsletters: Bi-monthly Visitor Newsletter: Sent out every other month to a general visitor audience. Quarterly Industry Newsletter: Distributed to international tour operators, tourism partners, and other interested industry contacts. The recent February Industry Newsletter included the following highlights: **Best Tourism Experience:** Awarded to Ancient Wayves. **Visitor Favorite:** Goosenecks State Park. **New Marketing Initiative: Utah Walk 250 Challenge** Following a suggestion from board member Derryl, our marketing agency, Brand Revolt, is developing a campaign to encourage visitors to complete segments of their Utah Walk 250 Challenge miles in San Juan County. The campaign strategy involves two key components: Photo Submission: Encouraging visitors to submit photos of themselves at recognizable local trail landmarks to receive Utah's Canyon Country branded items. Trail Suggestions: Providing recommendations for local trails that offer specific mileage to help participants meet their challenge goals.

- **International Opt-ins:** International Opt-Ins with the Utah Office of Tourism are international marketing projects done in partnership with the Utah Office of Tourism, focusing on countries where the state already has in-country marketing representation. Running these types of campaigns independently would be much more expensive and less effective. Instead, participation happens alongside the Utah Office of Tourism and other counties that choose to opt in. By working as a group, participants receive discounted rates and are included in a larger, more impactful campaign. Because the Utah Office of Tourism contributes a significant portion of the funding, the overall effort becomes a larger media buy with greater reach.
- **FAM Tour Report:** Allison shared highlights from several recent FAM tours and media visits. In 2023, we hosted a FAM for a journalist working on a Mighty Five story for a Dutch travel magazine. That visit turned into a major win, resulting in an eight-page feature on Trail of the Ancients after the journalist gathered additional content during the trip. In June 2025, four to five journalists visited the area as part of a press trip. It's worth noting that media coverage from these visits can take time—sometimes up to a year before articles are published. Another FAM was hosted in September with Ed Finn from Ireland (Virgin Media & Sunshine Radio). There was also a successful India reverse sales mission, which brought 11 participants to the area. These types of visits are valuable for building stronger connections with travel agents and providing firsthand experience of San Juan County.
- **Upcoming FAMs:** Several FAM tours are scheduled in the coming months. One in April will host American Trails Magazine and is expected to result in two 15 page stories, including photos and interviews with local residents to help introduce the area. Additional upcoming FAMs include an India media FAM, a Byrdli influencer FAM, and a France-based Califun FAM.
- **Brochure Request Data and Tourism Trends:** Cortney Yazzie presented the brochure report, highlighting the top 10 states and countries requesting information. A total of 3,462 requests were recorded in 2025, with approximately 590 requests received year-to-date in January. Canada remains the top international source of brochure requests, despite a decline in visitation and overall spending.
- **Member Updates:**

- Bill Haven reported he is feeling optimistic this year opening for the season. He stated it seems more people have more cash to spend and seem to be planning to stay longer than one day.
- Derryl Jack commented on the American 250 experience, highlighting Monticello's focus on the history of Native Americans leading up to the signing of the United States Declaration of Independence. The event is scheduled for July 2nd and 3rd and will showcase this historical perspective as a key part of the celebration.
- Dallin Tait shared that the outlook for the upcoming season is positive. His business plans include opening a new RV resort this spring in Blanding. Additionally, he mentioned that Wild Expeditions is currently listed for sale.
- Jennifer Davila says she is looking forward to the season and that March looks great to "Kick off Tourism Season."
- Erin Nelson is the new representative for Bluff on the board. She noted that three of the five Bluff town council members changed this year. The new mayor is placing increased focus on supporting local businesses and reaching out to address challenges they are experiencing. Bluff continues to prioritize promotion and collaboration with the county. Erin also reported an increase in her business, Canyon Smokehouse, for January and February, continuing the growth she observed last year compared to prior years.
- Kaeden Kullov reported that there aren't many new updates for Monticello. The town has a new mayor and two new council members. Kaeden spoke with one of the local hotels, which reported that their numbers are up from last year, though it's unclear if the increase is due to growth in business or simply having been in operation longer than the previous year.
- Ben Muhlestein shared that planning is underway for several events in Blanding for the Fourth of July. Social media efforts are being prepared to promote the events and make this year's celebration bigger. Ben also noted that a new trail is being built at the Fourth Reservoir, along with a walking path under construction. Work is expected to continue through April and possibly into May, with completion anticipated by June.

The meeting concluded with Allison's final updates.

The next quarterly TTAB meeting is scheduled for May 4 , 2026