

## **COMMISSION WORKSESSION**

**April 27, 2026**

Minutes of a scheduled worksession of the Sevier County Commission held this twenty-seventh day of April 2026. Meeting commenced at 10:30 a.m. with Commissioners Scott Johnson, Greg Jensen, and Ralph Brown in the Conference Room, Room 116, of the Sevier County Administration Building, 250 North Main, Richfield, Utah. Clerk/Auditor Steven C. Wall, Tourism Director Amy Myers, and Executive Director Malcolm Nash were also present.

Kevin Arrington and Jordan Shumway from the Tourism Advisory Board joined the Commission, along with Randy Roades, Chad Taylor, Paul Jewkes, and Cody Draper from Soren Digital LLC, met with the Commission concerning the Tourism strategy used by the County for the last few years. Tourism Director Amy Myers said the County has contracted with Soren Digital LLC to advertise and promote the County through social media, billboards, etc. She said the company has concentrated on out-of-state advertising as much as possible to bring tourists to this area, and they have helped her obtain marketing grants from the State to pay for the services. Representatives from Soren Digital LLC explained that their objective is to drive economic impact to Sevier County, and their data shows that they have increased the Transient Room Tax. They feel that with the work they have done, more than \$8 million has been brought into the County economy. Discussion followed concerning how they track the use of the website and visitors in the County. Further discussion followed about the use of the County Trail Country brand and its importance to help identify the County, as well as why the County is using Richfield City as a destination search instead of Sevier County, and that getting people to the webpage will allow us to show all County activities. The Commission questioned the money that is being paid to Soren Digital in addition to the retainer amount. They reported that it is pass through money that is being paid to social media platforms, billboards, etc. that generate the draw to the website. The Commission also asked whether or not there would be any changes due to AI. The Soren representatives said they are working on getting the information on AI answers to queries and how much traffic is directed to our website from that. The Commission thanked them for the information.

There being no further business to come before the Board, meeting adjourned at 11:28 a.m.