

SAN JUAN COUNTY, UTAH
TOURISM TAX ADVISORY BOARD
MEETING AGENDA

MONDAY, NOVEMBER 16, 2020

10AM-12PM

Call-In Information:

<https://us02web.zoom.us/j/82987732449?pwd=QnFwcmVJRnNKaU5oNjd2cHdMV3k1UT09>

- I. Meeting Called to Order
- II. Adoption of Agenda
- III. Approval of Minutes: 7/15/2020 (Zoom Call)
- IV. Public Comment
- V. Presentations
 - A. Relic Agency 2020 Marketing Report
- VI. Discussion & Action Items
 - A. Adoption of 2021 Meeting Schedule
 - B. Nomination of new interim board Chair (thru 2020)
- VII. General Discussion Items
 - A. Board Members: vacancies, expiring terms
- VIII. Reports
 - A. Chairman's Report
 - B. Director's Report
 - C. Board Members' Reports
- IX. Future Agenda Items
 - A. Next Meeting:
- X. Adjourn

Travel Tourism Advisory Board (TTAB)

July 15, 2020

Zoom Meeting Call

Board Terms		
Name	Position	Terms
Cindy Tumeh	Chair	2020
Rick Reeb	Vice Chair	2022
Jerry Murdock	Board Member	2022
Sean Campbell	Board Member	2020
Derryl Jack	Board Member	2020
Ben Breedlove	Board Member	2020
Jared Barrett	Board Member	2020
Jeremy Redd	Board Member	Appt by City
Doug Wright	Board Member	Appt by City

Attendance:

Members Present: Rick Reeb, Derryl Jack, Cindy Tumeh, Sean Campbell

Members Absent: Jeremy Redd, Jerry Murdock, Ben Breedlove, Jared Barrett, Doug Wright

Staff Present: Natalie Randall, Allison Yamamoto-Sparks, Aspen Draper

Staff Absent: None

Guests: Pratt Redd, Juan Garcia, Linda Sosa, Joshua Scheer, Giselle Vega

1. Welcome
 - a. Craig Simpson has stepped down from the board for personal reasons, to fill Craigs spot we have Sean Campbell from Saint Dane's Cabins in Moab Utah.
2. Co-Op FY21 Budget
 - a. 2020 Recovery (RELIC)
 - i. Messaging Pillars- Acknowledge fears and restore confidence, Openness, Reconnection. Staying mindful of the current situation and reconnecting with visitors is important.
 - ii. San Juan County offers everything you could need for a pre or post COVID trip and we are using the Make it Monumental slogan to get people into the area. "Have a Monumental Moment" "Press the reset button". Getting back

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to the basics outdoors with family and resetting is the messaging were trying to get out there.

- iii. The next step is Targeting people to get into the area. We're looking at who they were before COVID and after to really understand all the different individuals coming to the county.

b. Virtual Visitor Guide

- i. We want to create a downloadable interactive Visitors Guide for people to use to plan their trip and use while in the area. We will also be able to push real time messages to the users depending on where they are to enhance their experiences. This will be our primary digital call to action. They will be able to look at their itinerary and menus for restaurants, links to maps to help find hotels and other businesses in the area. A lot of the data can also be accessed offline.

c. Digital Media

- i. We want to focus on our Marketing strategies to get people to think of San Juan County as a destination instead of a pass through to another destination. Once people engage with our ads we push marketing items to them like our guide to get them thinking about our area. Another focus is the budget so we can maximize what the state is allowing us to do with the instate dollars. Facebook and Instagram will continue to be important also when pushing advertisement. Working in some Youtube would also be great.
- ii. Natalie mentioned that we would love to grow our Co-Op and Cafeteria programs that we have previously offered and of course this year because of COVID we are somewhat restricted on our budget. We have partnered with Moab for the Moab to Monument Valley campaign and still kept our own branding, but said to come for a weekend even because it's a great weekend trip.

d. Traditional Media-

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- i. With COVID there's been a huge spike in digital and online streaming TV. Using those platforms we can target based off of age range and market. There's also the options of ads on KSL and targeted Eblasts.
 - e. Public Relations-
 - i. The main focus will be emphasizing the San Juan Strong Promise. A travel influencer will also be visiting the area to promote areas and the safety protocols. We would like to highlight the businesses that are following the safety protocols as well as promoting the fact that San Juan County is great for social distancing and our dark skies are amazing and isolated. The team is working on a social distancing Itinerary for people coming into the county to follow which will help them avoid crowds and to help them see the monumental areas in the county. There will also be a San Juan Strong Promise guide to help visitors know what those signs mean.
 - f. Launch Triggers
 - i. We are looking into many factors to see when it is safe to start launching these marketing efforts. Once the data reaches the point that we feel good about we will launch.
 - g. Natalie mentioned that this money is leftover from the Co-Op Grant so its money we already have.
3. Co-Op FY21 Budget Adjustment (*if commission requests budget adjustment*)
- a. Cindy Tumeh made a motion to accept the Marketing Campaign that was just outlined based on the following campaign adjustments:
 - i. Pausing on Monument Valley imagery, particularly during this time frame where MV is closed down.
 - ii. Focusing on the terminology: "Southeast Utah" and "Utah's Canyonlands".
 - iii. Efforts with capturing the Moab visitor (while in Moab) and converting them to continue to San Juan County.
 - iv. The motion was seconded by Rick Reeb, All in favor, motion passed.

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4. Updates:

- a. Shop in Utah, Safe in Utah and Create in Utah were all programs that the state rolled out. Our Businesses can ultimately benefit from Shop in Utah and Safe in Utah. The virtual visitors guide would be great to show the discounts available with Shop in Utah across the County. Save the Date: Utah Office of Outdoor Recreation Virtual Watch Party, August 26th.

TOURISM TAX ADVISORY BOARD (TTAB) HANDBOOK
SAN JUAN COUNTY, UTAH



2021

TTAB MEMBERS

SAN JUAN COUNTY, UTAH



Ex Officio Members

- Natalie Randall – Director, San Juan Economic Development & Visitor Services (EDVS)
 - Phone: (435) 587-3235 | Email: nrandall@sanjuancounty.org
- Allison Yamamoto-Sparks – Visitor Services Specialist, San Juan County EDVS
 - Phone: (435) 587-3235 | Email: ayamamoto@sanjuancounty.org
- Aspen Draper – Office Admin, San Juan County EDVS (Board Secretary)
 - Phone: (435) 587-3235 | Email: adraper@sanjuancounty.org

Voting Board Members

Name	Role	Position	Term Expires
Rick Reeb	Vice-Chair	Cottonwood Steakhouse, Restaurant	12/31/2020
Jerry Murdock	Board Member	Canyonlands Lodging, Lodging	12/31/2020
Jared Berrett	Board Member	Bluff Dwellings, Lodging	03/06/2022
Ben Breedlove	Board Member	Gristmill Inn & Granary, Lodging/Restaurant	03/06/2022
Sean Campbell	Board Member	St. Danes Cabins, Lodging	12/31/2020
Derryl Jack	Board Member	At Large	03/06/2022
Evan Bolt	Board Member	Appointment by Monticello City	
Pratt Redd	Board Member	Appointment by Blanding City	
Linda Sosa	Board Member	Appointment by Bluff Town	

TTAB BYLAWS

SAN JUAN COUNTY, UTAH



Article I – Purpose, Memberships, and Rules

Section 1 – Purpose

The purpose of the San Juan County Tourism Tax Advisory Board (herein referred to as “TTAB”) is to provide recommendations concerning the promotion and creation of recreation, tourism and conventions in San Juan County for consideration by the San Juan County Commission.

TTAB develops and submits a recommended marketing budget and plan to the San Juan County Commission as allocated by the San Juan County Commission.

TTAB attempts to reflect the interests of the County as a whole. The Board will advise the Director as necessary.

TTAB shall serve as the Tourism Tax Advisory Board advising the County Commission on the best use of revenues collected from TRT and TRCC taxes.

Section 2 – Compliance

The bylaws of the Board of Directors of TTAB shall be approved by the San Juan County Commission and are intended to comply with current county ordinances dealing with the San Juan County Economic Development and Visitor Services Office (herein referred to as “EDVS”). Should any part of the bylaws be deemed to be in conflict with Utah State statute, the higher authority will prevail. TTAB will follow the county's GRAMA policy.

Section 3 – Memberships

Membership of TTAB shall consist of nine individuals who are residents of San Juan County appointed by the San Juan County Commission, for a term of 4 years, including reserved appointments by incorporated cities. A majority of the members shall be current employees of entities in the county that are subject to the taxes (referred to in Utah State Statute Section 59-12-301 or 59-12-603). The balance of the board's membership shall be employees of recreational facilities, convention facilities, museums, cultural attractions, or other tourism related industries located within the county.

Any TTAB member may be suspended from TTAB by the San Juan County Commission at a duly constituted and conducted meeting of TTAB and of the County Commission. Such suspension or removal may be with cause, and the person suspended shall be given an opportunity to be present, and to be heard at the meeting. Sufficient advance notice of the proposed suspension or removal will be given to enable him/her to prepare a suitable response thereto.

TTAB can consist of liaisons from within the county. Liaisons will be part of the discussion, but will not have a vote in voting matters. The same requirements that apply to regular TTAB members will apply to liaisons.

Section 4 – Meetings

At least four regular scheduled meetings shall be held a year once per quarter. Additional meetings to be scheduled as needed. An Annual Meeting is held during the first quarter meeting (February) to nominate the Chairman and Vice-Chairman.

TTAB shall conduct official business in open and public meetings. Discussion of business matters should be in compliance with the open and public meetings law, with the exception of certain matters that may be discussed in “closed meetings.” Closed meetings should be limited to discussion as defined in state code.

TTAB BYLAWS

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Quarterly Meetings	2021 Dates
February (annual)	Monday, February 8, 2021
May	Monday, May 10, 2021
August	Monday, August 9, 2021
November	Monday, November 8, 2021

Annual notice of regular public meetings should be printed in the public press with dates, times, and places of meetings specified. If emergency meetings are required, public notice should be made in the most practical manner.

Section 5 – Quorum and Voting Majority

In order to act on a motion or to make any decision, the number of voting members (including the chairman) at a meeting must constitute a quorum. A quorum shall constitute the next highest whole number of the voting members divided by two. (A quorum nine voting members is five)

A “majority” of votes cast is required to pass those motions not specified to require a “two-thirds majority.”

A “majority” is defined as the next highest whole number above the quotient of votes cast divided by two.

A “two-thirds majority” is defined as the next highest whole number above the product of the votes cast times the fraction two-thirds ($2/3$). For example, with seven votes cast, the two-thirds product is the number 4.67, and five votes (the next highest whole number) are required to make a “two-thirds majority.”

Individuals attending the board meeting representing the reserved appointments for INCORPORATED CITIES will be allowed to cast a vote.

Section 6 – Minutes

All public meetings shall be recorded by written minutes of the meeting, to include the following:

1. The date, time and place of the meeting.
2. The names of the members present and absent.
3. The substance of all matters proposed or decided and a record by individual of the votes taken.
4. The names of all citizens who appeared and a summary of their testimonies.
5. All motions and action items.
6. Any other information a member requests to be entered into the minutes.

The minutes of a closed meeting shall conform to state law.

Section 7 – Rules of Order

Meetings shall be conducted under parliamentary procedure, using Robert’s Rules of Order, Revised, as the authority.

Section 8 – Agenda

An agenda shall be prepared by the Director and Chairman and furnished to each member at least 24 hours before meeting time. The agenda should show all items in proper order, according to the order of business.

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The agenda officer shall be the Chairman, and he/she must approve and authorize any agenda item. Any member may submit an item for consideration on the agenda, if offered in a timely manner and approved by the Chairman.

TTAB must not act on items not on the agenda; to do so is contrary to the provisions of the law. No action may be taken in a closed meeting.

Section 9 – Order of Business

Meetings are to be presided over by the Chairman, or, in his/her absence, the Vice-Chairman or other designate. TTAB should conduct business in the order stated in the agenda unless deviations are approved by TTAB to expedite the completion of the agenda. The following guidelines are suggested:

- A. Begin the meeting on time
- B. Distribute copies of previous minutes and other correspondence and reports to TTAB at least 24 hours before meeting time.
- C. Delegate as much review of work as possible to committees or officers for consideration where appropriate.
- D. Concentrate on board policies, and seek to spend discussion time in proportion to the importance of the issue.
- E. Keep discussion to the point and under control. When discussion strays, the Chairman or presiding officer may call for order, or any member of TTAB may call for “a point of order,” which is a privileged motion, to get the discussion back in control.

A meeting cannot be declared adjourned without a motion and a second.

Section 10 – Role of the Chairman

The Chairman, or his/her substitute, is to preside over meetings and to do the following:

- A. Encourage discussion.
- B. Receive motions that are in order, or if out of order, suggest when the motions might be appropriate.
- C. Restate motions.
- D. Suggest motions.
- E. Keep order.
- F. Call for the vote on any motion.
- G. Adhere to the order of the business.
- H. Call for committee and other reports.

The Chair should require that TTAB members address the Chair when making motions or seeking recognition to engage in discussion. The Chair may rule any motion out of order. To appeal an adverse decision of the Chair, any member may call for an “appeal from the decision of the Chair”. A majority vote is required to overrule the Chair.

The Chair may, if hearing no objection, declare minutes or other motions passed or approved by unanimous consent.

Article II – Duties of the Board

Section 1 – Officers of the Board

Officers are nominated by the TTAB majority with official appoint by County Commissioners. Appointed offices shall include a Chairman and a Vice-Chairman. Terms of office are one year and nominations are made at the annual meeting every February. Appointed city representatives shall not be eligible for Chairman or Vice-Chairman. If an office becomes vacant during the year, County Commissioners may appoint a replacement to serve the remainder of the term.

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Section 2 – Duties of the Chairman

In addition to the Chairman's duties in presiding over meetings (Article 1, Section 10), the Chairman shall:

- A. Conduct an orientation session for all new TTAB members during the first month of their appointment.
- B. Appoint committees as needed.
- C. Attend County Commission meetings when needed, provide quarterly report.
- D. Act as liaison with other community boards and interests and assign TTAB members to serve on these boards as necessary.
- E. Enforce the Bylaws of the San Juan County Travel and Tax Advisory Board.
- F. Represent the policies established by the San Juan County Commission.
- G. Act as spokesperson to the County Commission on critical issues.

Section 3 – Duties of the Vice-Chairman

The Vice-Chairman shall:

- A. Stand in the stead of the Chairman when needed.
- B. Assist the Chairman in all ways possible.
- C. Act as Chairman when the Chairman is absent or when he delegates that authority.

Section 4 – Duties of Members of TTAB

Members of TTAB shall:

- A. Accept committee Assignments.
- B. Avoid major conflicts of interest by abstention from the vote on any motions that would involve direct financial payment or contractual relations between EDVS and a Board Member (or member of his immediate family), or between the EDVS and any corporation or business in which he or she is an employee or functionary.
- C. Give advice to the EDVS Director concerning expenditure of TRT & TRCC funds for advertising and marketing as approved by the County Commission
- D. Establish marketing strategies and advise the EDVS Director on how to carry out those strategies.

Members of TTAB shall not, as individuals, direct the appointment to or removal from office any employee, nor interfere with the duties or performance of any county employee including the Director.

Except when acting on EDVS business in a regular TTAB meeting or as a member of an authorized committee, TTAB members have no privileges beyond those of other citizens to records, materials, or brochures that belong to EDVS.

To remain in good standing, TTAB members must attend regularly scheduled meetings in compliance with the following guidelines:

- A. A TTAB member that is absent for more than three (3) of the regular scheduled meetings in a year, without being excused for official County or EDVS business, will be automatically dismissed from the San Juan County Tourism Tax Advisory Board. Meetings that are changed or rescheduled after the official dates have been posted for the year do not apply towards attendance requirements.
- B. If a TTAB member has attended two committee meetings, as a committee member, this would excuse one (1) absence from the regularly scheduled meetings, which is a privilege that could be taken advantage of only one time per year, per member.
- C. A TTAB Member may attend a regularly scheduled meeting via electronic means and by notifying the EDVS Staff at least 2 hours prior to the meeting in question, which would also allow the

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Member the ability to garner the necessary information for the TTAB Member to use to call in. This will be effective only if there is a quorum present at the anchor location.

- D. A TTAB member must be present at each meeting through at least three quarters of the scheduled agenda to constitute a presence.
- E. Appointments for Monticello City and Blanding City can send approved city representation in their place.
 - a. Approved city representation include: city manager, city councilmen, city employee, or city Mayor
- F. A dismissed TTAB member remains eligible to apply for a TTAB vacancy.

Section 5 – Duties of the Tourism Tax Advisory Board

Members of the Board Shall:

- A. Advise the County Commission on the best use of revenues collected from:
 - a. The Transient Room Tax.
 - b. The tourism, recreation, cultural and convention facilities tax.
- B. TTAB shall, in conjunction with the EDVS Director, prepare an annual budget for promotion of recreation, tourism, and conventions and shall submit said budget to the County Commission for approval as requested by the San Juan County Commission.

Article III – Operating Procedures

Section 1 – Personnel Policies and Procedures

EDVS employees are county employees and answer to the Director, who is their immediate supervisor. TTAB members should not be involved in the daily operations of the EDVS and are prohibited from directing any EDVS employees.

Section 2 – Travel

Travel for EDVS business by TTAB members must have prior approval of TTAB, normally at a regular meeting. In case travel needs arise unexpectedly, approval may be made by a majority of the voting members of TTAB. The use of "Travel Authorization Form(s)" showing mileage, purpose and anticipated expense is recommended. All reimbursable expenses must be documented on an expense account form and approved by TTAB for reimbursement. San Juan County policies with respect to travel shall apply.

Section 3 – Purchases

County policies and state statute must be followed with respect to bidding requirements and the purchase of capital equipment and large expense items. Purchases and awards should be made to the bidder who best meets the requirements of the bid request. Local vendors should be favored whenever possible when not to the disadvantage of the EDVS.

Article IV – Financial

Section 1 – Purpose

Due to a provision of law, San Juan County, annually, through public hearing, sets both the revenue and expense for the EDVS Department as part of the county budget. For the purpose of annual promotional planning and financial control, a recommended budget shall be prepared and submitted to the San Juan County Commission for approval at least annually and revised periodically.

The budget submitted for approval should be consistent with county procedures. It should be prepared by the Director with input from TTAB and should contain the following provisions:

Revenue by source

Expenses by category, such as Administration, Promotion, etc...

Promotional budgets may be broken down further as to advertising, publications, and brochures, and reasonable efforts should be made to evaluate the effectiveness of such expenditures.

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The San Juan County Clerk/Auditor is charged with maintenance of internal control and with record keeping requirements of the law.

Article V – Bylaws Revision

Section 1 – Suspension of the Rules

In the event of unforeseen circumstances that render these Bylaws encumbering, the Bylaws of the EDVS may be suspended as provided for in Robert's Rules of Order, Revised.

Section 2 – Revision

Revisions of the Bylaws must be approved by the San Juan County Commission.