

SAN JUAN COUNTY, UTAH
JOINT SAN JUAN COUNTY ECONOMIC DEVELOPMENT BOARD &
TOURISM TAX ADVISORY BOARD
MEETING AGENDA

THURSDAY, JANUARY 14, 2021

10:00AM-11:00AM

Call-In Information:

<https://us02web.zoom.us/j/83870412477?pwd=VndlZ1pCRlVQTGtTQndtNFIFaTNXZz09>

929-436-2866

Meeting ID: 838 7041 2477

Passcode: 886636

- I. Meeting Called to Order - Britt Barton, CED Chair
- II. Adoption of Agenda
- III. Approval of Minutes
 - A. CED - 11/17/20
 - B. TTAB - 11/16/20
- IV. Public Comment
- V. Presentations
 - A. Welcome New Board Members - Natalie Randall
 - B. 2021 Board Handbooks
 - C. Transition Overview - Natalie Randall
- VI. Discussion & Action Items
 - A. TTAB Chair & Vice Chair nominations
- VII. General Discussion Items
 - A.
- VIII. Reports
 - A. RCGP & CARES Programs
 - B. End of Year Report
- IX. Future Agenda Items
 - A. Next Meeting
 - 1. CED: Monday, March 8, 2021, 10AM -12PM
 - 2. TTAB: Wednesday, February 10, 2021, 10AM-12PM
- X. Adjourn

County Economic Development Board
Tuesday, November 17, 2020
Zoom Call

Name	Role	Position	Term Expires
Willie Grayeyes	Board Member	Representative of San Juan County	01/31/2022
Evan Bolt	Board Member	Municipality Representative, Monticello City	01/31/2023
Pratt Redd	Board Member	Municipality Representative, Blanding City	01/31/2023
Linda Sosa	Board Member	Municipality Representative, Bluff Town	01/31/2023
Kristian Olsen	Board Member	Workforce Development Representative	01/31/2023
Andria Wilson	Board Member	San Juan County Private Sector Representative	01/31/2023
Byron Clarke	Board Member	Member of the public who live in San Juan County	01/31/2022
Britt Barton	Board Member	At Large	01/31/2022
Ryan Benally	Board Member	At Large	01/31/2022

Attendance:

Members Present: Pratt Redd, Britt Barton, Linda Sosa, Byron Clarke, Kristian Olsen, Andria Wilson, Willie Grayeyes

Members Absent: Ryan Benally, Bayley Hedglin, Evan Bolt

Staff Present: Natalie Randall, Stuart Smith, Aspen Draper

Staff Absent: None

Guests: Kim Tracy, Eric Acton, Jeremy Lyman, Wendy Brandt, Lane Palmer, Josh Palmer

- I. Meeting Called to Order
 - A. Pratt Redd made a motion to call the meeting to order, Kristian Olsen seconded, all in favor, motion approved.
- II. Adoption of Agenda
 - A. Kristian Olsen made a motion to approve the agenda, Pratt Redd seconded, all in favor, motion approved.
- III. Approval of Minutes:
 - A. Linda Sosa made a motion to approve the minutes, Kristian Olsen seconded, all in favor, motion approved.

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IV. Public Comment

A. Kim Tracy- Project 12

1. Kim was here on behalf of her husband Guy Tracy. Their project would be to purchase a truck with a trailer for Tracy Trucking to transport San Juan County goods to be sold.

B. Wendy Brandt- Project 11

1. They sell Firewood and Lumber and their business has grown immensely. They would use the money for a new saw mill to keep up with that growth which would in turn allow them to hire more employees and keep up with the work they have.

C. Jeremy Lyman- Project 6

1. This would be for a new entity that Blue Mountain Hospital has created. Currently there is an in house Dialysis program which is pretty extensive for those who have to travel so frequently for it so they are expanding it to an at home program, which this funding would help cover the start up costs for and then as it grows it would help bring jobs into the county.

D. Eric Acton- Project 1

1. Their project is an Oxygen Generator. Currently it is transported out of Grand Junction and they want to remove the risk of concern with the Pandemic by getting their own generator. The oxygen will be 93-96% pure. Long term it makes sure that there are not any surprises when it comes to the medical grade oxygen supply in San Juan County.

E. Lane Palmer- Project 9

1. Lane recently started a Broadcasting business and he used the high school football season as a test run and it went well. He would like to use the funding to buy more equipment and get more employees. His revenue is produced through sponsors.

F. Josh Palmer- Project 5

1. Their project is a CNC machine to quicken the process of building cabinets with the hope of being capable of bidding larger commercial jobs and providing simpler work for employees. San Juan County has immense possibilities with commercial work that this machine could provide like producing saddle tree parts for Sunny Felkins so that they can produce parts cheaper and quicker.

G. Natalie gave a brief overview of the other projects that were submitted which include:

1. Kitchen Lab (Project 3)- Their project is to erect a 30x40 steel frame building so they can extract cbd oil from hemp and make a variety of products to sell providing jobs and opportunities for San Juan County residents in a developing hemp industry.
2. Busy Bee Resource and Technology Center (Project 4)- They want to create a dynamic and sustainable facility that helps to pull together community development resources and economic development resources to foster job creation, education, business, and community development.
3. Band Knife Splitter (Project 7)- They are wanting to buy a band knife splitter which is a piece of machinery specifically for accurately splitting

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leather thinner. It will increase our productivity and also reduce material waste making them more profitable.

4. Sage Hill and Sage Meadow Development (Project 8)- Sage Hill is a 55+ active residential neighborhood with clubhouse, pickleball courts, walking trails, and other amenities. Sage Meadow is a family residential neighborhood co-located with HOA's and shared access to the club house in Sage Hill Blanding Utah.
5. Pioneer Roll-Offs (Project 10)- This is a simple project to purchase roll-off dumpster bins to expand our capability to provide local reasonably priced roll-off dumpster services to San Juan County residents and to keep monies spent on these services in our local economy.

V. Presentations

VI. Discussion & Action Items

A. SJC Rural County Grant Program

1. Pratt Redd made a motion to fund the following businesses in the amounts below, Linda Sosa seconded, all in favor, motion approved.
 - a) Project 1 Oxygen- \$30,000
 - b) Project 5 CNC Machine- \$15,833
 - c) Project 6 Peritoneal Dialysis- \$10,000
 - d) Project 7 Band Knife Splitter- \$15,000
 - e) Project 11 Upgrade to Sawmill- \$15,000

VII. General Discussion Items

- A. The CED Board Retreat will be rescheduled pending COVID-19.
- B. We also have vacancies on the board to fill which include Cindy Tumeh and Bayley Hedglin. Cindy's position will be filled by the Tourism Tax Advisory Board.

VIII. Reports

A. Chairman's Report

B. Director's Report

1. Natalie presented on some resources through the EDVS office which included SJC CARES funding, COVID-19 updates, Shop in Utah and the San Juan Strong innovation series

C. Board Members' Reports

IX. Future Agenda Items

- A. Next Meeting: March 8th 2021

X. Adjourn

- A. Kristian Olsen made a motion to close the meeting, Pratt Redd seconded, all in favor, motion approved.

Travel Tourism Advisory Board (TTAB)

November 16, 2020

Zoom Meeting Call

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

Attendance:

Members Present: Jared Barrett, Derryl Jack, Rick Reeb, Pratt Redd

Members Absent: Jerry Murdock, Ben Breedlove, Jeremy Redd, Doug Wright, Sean Campbell

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

Staff Absent: None

Guests: Juan Garcia, Natasha Lye, Giselle Vega, James Gibson, Zack Seipert, Camden Bernatz

- I. Meeting Called to Order
 - A. Due to lack of quorum the board was unable to officially call the meeting to order.
- II. Adoption of Agenda
 - A. Due to lack of quorum the board was unable to adopt the Agenda.
- III. Approval of Minutes: 7/15/2020 (Zoom Call)
 - A. Due to lack of quorum the board was unable to Approve the Minutes from the last meeting.
- IV. Public Comment
- V. Presentations
 - A. [Allison Yamamoto-Sparks](#)
 1. Allison provided an overview of the brochures that we offer through our office which include: SJC Travel Guide, See and Do Guide, Community Guides and Rip Maps (Monticello, Blanding and Bluff).
 - B. Aspen Draper
 1. Aspen provided an overview of where to get brochures including a chart listing contact information for the brochures. The office uses a back end system to track when businesses or consumers request information and when that is inputted into the system it generates a label to mail that out as well as sends Aspen an email. Aspen also maintains the inventory of brochures throughout the year and orders more when needed.
 - C. Relic Agency 2020 Marketing Report
 1. Strategy Statement
 - a) The goal of this campaign is to bring awareness to San Juan County- Utah's Canyon Country and drive visitors to the area by

Travel Tourism Advisory Board (TTAB)

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providing Moab - specific content/marketing collateral that makes the Moab persona feel confident to travel and adventurous in order to book or extend their trip in Utah's Canyon Country rather than Moab.

2. Messaging Pillars
 - a) Feeling of safety and confidence in travel
 - b) The feeling of high-adventure and exploration that San Juan offers
 - c) Feeling of reconnection to travel and community
3. Creative
 - a) Icons of the West Campaign - San Juan County has iconic areas to visit
 - b) San Juan County Toolkit- The Toolkit is available for anyone to download, but those who are a part of the San Juan Strong Promise get more access. You can sign up for the promise there as well. The Toolkit also provides postcards, social distancing posters, tent cards and collateral for grant programs etc
4. Personas
 - a) We want to target individuals who will be traveling in the San Juan County Area so we created different personas of people to show different messaging to get them into the area.
5. Virtual Visitors Guide
 - a) The guide is available now. "Utah's Canyon Country Visitors Guide". The app is similar to the website but interacts with your calendar and maps to help you find things in the area that are around you. It can also track and communicate real time with the user depending on the location by pushing out videos or ads on things near them in the area. There's endless possibilities of how the app can evolve. We will soon start promoting the app through ads as a call to action for our proximity marketing. The content is not finalized and ready for the public yet.
6. Digital Media
 - a) Google Search
 - (1) Responsive search ads and expanded text ads.
 - b) Youtube
 - (1) "Visit the icons of the West" ad
 - c) Facebook
 - (1) Lead generation ads
 - d) Retargeting
 - (1) Website visitors are served ads on Facebook up to 120 days after visiting the site. We are also using digital banner ads on people who have visited Page CO Moab UT or Mesa Verde CO.
7. SEO/ Website
 - a) We have been recently focused on funneling website visitors to the "Things to do" page and lodging pages to get people to come into

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the area as well as improving internal linking of web pages and updating web content specific to COVID-19 and how San Juan is handling it.

- b) Going forward we will work on refreshing current content and creating new content, Improving the prominence of clear call to action or trackable action for each main page of the site, Optimize click through rates and organic rankings, improved URL and website organization to streamline the users experience and better incorporate the mobile app.

8. Traditional Media

- a) Traditional Media performed way better than we expected and above their Benchmark average
 - (1) KSL Radio Package
 - (2) Targeted Eblasts
 - (3) KSL.com Native Articles

9. Top Markets

- a) Website Visitors
 - (1) LA
 - (2) Phoenix
 - (3) Denver
 - (4) Salt Lake City
 - (5) Moab
- b) Leads (2020 to date)
 - (1) Utah
 - (2) Arizona
 - (3) Colorado

10. Public Relations

- a) Due to COVID-19 we have been focusing on inbound pitching by taking requests from reporters on specific topics. Some of those topics include: school-cations and Under The Radar National Parks.

11. Content

- a) The content team wrote multiple pieces for San Juan County ranging from articles to E-Blasts and email automations. They worked in conjunction with digital and traditional media to provide additional content.

VI. Discussion & Action Items

A. Adoption of 2021 Meeting Schedule

- 1. Natalie presented the suggested 2021 meeting schedule.
- 2. The board discussed Wednesdays and Thursdays for meetings around 10am.
- 3. Due to lack of a quorum the board was unable to adopt the 2021 meeting schedule.

B. Nomination of new interim board Chair (thru 2020)

- 1. There will be 3 spots open on the board and a public notice will be put out

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as well for that.

VII. General Discussion Items

A. Board Members: vacancies, expiring terms

VIII. Reports

A. Chairman's Report

B. Director's Report

1. Natalie presented on COVID-19 resources that we provide in our office as well as the CARES and Artisan Grants, San Juan Innovation Series, San Juan Strong Promise, Recreate Responsibly (CARES \$) and an international update where she mentioned that people are ready to travel again.

C. Board Members' Reports

1. The Blanding Visitors Center will be closed until March 15, 2021. People are being directed to Edge of The Cedars.
2. Rick asked about how things are going in the county and Natalie mentioned that Masks are required throughout the county and it will be enforced in businesses
3. Derryl said that The Blue Mountain Entertainment Season was Cancelled. The PPE loans are starting to receive forgiveness.

IX. Future Agenda Items

A. Next Meeting: TBA

X. Adjourn

CED BOARD HANDBOOK
SAN JUAN COUNTY, UTAH



2021

CED BOARD MEMBERS

SAN JUAN COUNTY, UTAH



Ex Officio Members

- Natalie Randall – San Juan Economic Development & Visitor Services (EDVS), Director
 - Phone: (435) 587-3235 | Email: nrandal@sanjuancounty.org
- Stuart Smith – San Juan County EDVS, Communications Specialist
 - Phone: (435) 587-3235 | Email: ssmith@sanjuancounty.org
- Aspen Draper – San Juan County EDVS, Office Admin (Board Secretary)
 - Phone: (435) 587-3235 | Email: adraper@sanjuancounty.org

Voting Board Members

Name	Role	Position	Term Expires
Willie Grayeyes	Board Member	Representative of San Juan County	01/31/2022
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Andria Wilson	Board Member	San Juan County Private Sector Representative	01/31/2023
Byron Clarke	Board Member	Member of the public who live in San Juan County	01/31/2022
Britt Barton	Board Member	At Large	01/31/2022
Ryan Benally	Board Member	At Large	01/31/2022
Hannah Bailey	Board Member	At Large	01/31/2022
	Board Member	At Large, Tourism Tax Advisory Board Chair	TTAB Chair

CED BOARD BYLAWS

SAN JUAN COUNTY, UTAH



ARTICLE I. NAME OF ORGANIZATION

The San Juan County Economic Development Board (the “CED Board”).

ARTICLE II. BOARD PURPOSE

Section 1. CED Purpose

This Board is organized exclusively to further the economic development, workforce opportunities and business services across San Juan County (“the County”). The CED Board will liaise with the newly formed Rural County Grant Program (“RCGP”), created by Utah SB 0095 (Economic Development Amendments, 2020), which mandates that for each rural county to apply, they must have a CED Board in place.

Section 2. Specific Purpose

The RGCP shall be overseen by the Rural Partnership Board and Administered by the Office of Rural Development. The CED board shall assist and advise the San Juan County Commission on:

- Applying for a grant under the RCGP.
- What projects should be funded by grant money provided to the County under RCGP.
- Preparing reporting requirements for monies received by the County under RCGP.

ARTICLE III. MEMBERSHIP

Section 1. Eligibility for Membership

The San Juan County Commission shall appoint Members of the CED Board in line with Section 17-54-104 of Utah SB 0095, which states that each CED Board shall be composed of at least the following Members:

- A San Juan County representative;
- A representative from a municipality in the County;
- A Workforce Development representative;
- A Private Sector representative; and
- A member of the public who lives in the County.

Note, additional Members can be added at the County’s discretion, but are not mandatory. Members are appointed by the San Juan County Commission, but applications shall be open to any current resident, property owner, business operator or employee of the County. In appointing Members of the CED Board, the County encourages and supports equal opportunities.

CED BOARD BYLAWS

SAN JUAN COUNTY, UTAH



Section 2. Non-Voting Members

The San Juan County Economic Development Director shall serve on the board as a Non-Voting Member, but shall assist the CED Board and the Board of San Juan County Commissioners in their decision making. The Board of San Juan County Commissioners may also designate a member of the Commission to sit on the CED Board as a Non-Voting Member. In addition, a San Juan County staff member may be assigned to keep the minutes for the meetings and post them in accordance with The Open and Public Meetings Act (Utah Code Title 52, Chapter 4).

Section 3. Candidate Qualifications

With the exception of the Workforce Development Representative, CED Board candidates shall be a resident and registered voter of San Juan County with experience or knowledge in economic development or tourism, knowledge of County and local issues, a good listener, ability to communicate and be analytical.

Section 4. Rights of Members

Each Member shall be eligible to appoint one voting representative to cast the Member's vote in association elections.

Section 5. Resignation and Termination

Any Member may resign by filing a written resignation with the board. A Member can have their Membership terminated by the San Juan County Commission.

ARTICLE IV. MEETINGS OF MEMBERS

Section 1. Regular Meetings

Regular meetings of the Members shall be held quarterly, on the second Monday of the first month of that quarter. Additional meetings may be added, if necessary, to provide input and direction to San Juan County Economic Development & Visitor Services staff. Meetings will be held in Monticello at 117 South Main Street in the Commission Chambers. Unless otherwise advertised, regular meetings of the Members shall be held quarterly, at a time and place designated by the board chair.

Quarterly Meetings	2020 / 2021 Dates
September (annual)	Monday, September 14, 2020
December	Monday, December 14, 2020
March	Monday, March 8, 2021
June	Monday, June 14, 2021

Section 2. Annual Meetings

An annual meeting of the Members shall take place in the month of September, the specific date, time and location of which will be designated by the Chair. At the annual meeting, the Members shall elect officers, receive reports on the activities of the association and determine economic priorities for consideration in the coming year.

Section 3. Special Meetings

Special meetings may be called by the Chair or a simple majority of the Board Members.

CED BOARD BYLAWS

SAN JUAN COUNTY, UTAH



Section 4 Notice of Meetings

Electronic notice of each meeting shall be given to each voting Member not less than two days prior to the meeting. The Board will also follow The Open and Public Meetings Act (Utah Code Title 52, Chapter 4), which mandates that notice and agendas of public meetings be available to the public.

Section 5. Quorum

A quorum for a meeting shall consist of at least sixty percent (60%) of the active Membership. The presence, in person or via teleconference, of a majority of current Members of the Board shall be necessary at any meeting to constitute a quorum to transact business, but a lesser number shall have power to adjourn to a specified later date without notice.

Section 6. Voting

All issues to be voted on shall be decided by a simple majority of those present at the meeting in which the vote takes place.

ARTICLE V. MEMBER RESPONSIBILITIES & TERM

Section 1. Member Responsibilities

All applications for the RCGP shall be received, reviewed and voted on the Members of the CED Board. Applications that are approved will be submitted to the Office of Rural Development in collaboration with the Rural Partnership Board in accordance with SB 0095 and Title 63G, Chapter 3, Utah Administrative Rulemaking Act.

The board will ensure that approved grants meet eligibility and reporting criteria for a rural county to receive grant money under SB 0095 Subsection (4)(b), including relevant submission forms, reporting requirements, and deadlines.

The Board will not recommend more than \$800,000 of aggregate grant awards annually and will work with County leaders to prioritize applicants that:

- Align with existing priorities defined in San Juan County's Economic Development Plan.
- Are consistent with local economic development priorities as defined in San Juan County's General Plan and other relevant economic development documents.
- Demonstrate clear economic need.
- Utilize local or in-kind resources in combination with the grant.
- Have evidence that jobs will be created.
- Have evidence that there will be a positive return on investment.

Section 2. Reporting Responsibilities

On or before September 1st of each year, if the County has received a grant under the RCGP in the previous 12 months, the Board shall provide a written report to the Rural Partnership Board that describes:

- The amount of grant money the County has received;

CED BOARD BYLAWS

SAN JUAN COUNTY, UTAH



- How grant money has been distributed by the County, including what companies or entities have utilized grant money, how much grant money each company or entity has received, and how each company or entity has used the money;
- An evaluation of the effectiveness of awarded grants in improving economic development in the County, including the number of jobs created, infrastructure that has been created, and capital improvements in the County;
- How much matching money has been utilized by the County and what entities have provided the matching money; and
- Any other reporting, auditing, or post-performance requirements established by the Office of Rural Development in collaboration with the Rural Partnership Board under Subsection (6) in SB 0095.

Note, County staff may be appointed to assist with the creation of reporting documents.

Section 3. Tenure, Requirements, and Qualifications

Newly appointed representatives from the Municipalities in the County shall serve an initial one-year term. All other newly appointed CED Board Members who have not served before shall serve an initial two-year term. At the conclusion of the initial terms, the San Juan County Commission may decide to retain the Members for additional terms or appoint new Members.

Each Member of the Board of Directors shall attend at least 75% of the meetings of the Board per year. Failure to attend at least 75% of the meetings, either in person or via videoconferencing, may result in a forfeiture of said Member's seat on the Board.

To remain in good standing, CED Board Members must attend regularly scheduled meetings in compliance with the following guidelines:

1. A CED Board Member that is absent for more than 25% of the regular scheduled meetings in a year, without being excused for official County or excusable business, shall be automatically dismissed from the CED Board. Meetings that are changed or rescheduled after the official dates have been posted for the year do not apply towards attendance requirements.
2. A CED Member may attend a regularly scheduled meeting via electronic means and by notifying the Board Chair at least 12 hours prior to the meeting in question, which would also allow the Member the ability to garner the necessary information for the CED Member to use to call in. This will be effective only if there is a quorum present at the anchor location.
3. A CED Member must be present at each meeting through at least three quarters of the scheduled agenda to constitute a presence.
4. Appointments for municipalities can send approved City/Town representation in their place.
 - a. Approved City/Town representation include: City Manager, City/Town Council, City/Town employee or the respective Mayor
5. A dismissed CED Member remains eligible to apply for a CED vacancy.

Members of the CED board shall not, as individuals, direct the appointment to or removal from the San Juan County Economic Development Office of any employee, nor interfere with the duties or performance of any County employee including the Director.

CED BOARD BYLAWS

SAN JUAN COUNTY, UTAH



Except when acting on County business in a regular CED meeting or as a Member of an authorized committee, CED Members have no privileges beyond those of other citizens to records, materials or produced items that belong to San Juan County Economic Development.

Section 4. Forfeiture

Any Member of the CED Board who fails to fulfill any of his or her requirements as set forth in this Article by shall automatically forfeit his or her seat on the Board.

Section 5. Vacancies

Whenever any vacancy occurs in the CED Board it shall be filled without undue delay by the San Juan County Commission.

ARTICLE VI. OFFICERS

The officers of this Board shall be the Chair and Vice-Chair. All officers must have the status of active Members of the Board.

Section 1. Chair

The Chair shall preside at all meetings of the Membership and have the following duties:

- He/she shall preside at all meetings of the Board.
- He/she shall ensure any ongoing reporting requirements are met with the Office of Rural Development and Rural Partnership Board in collaboration with County Officials.

Section 2. Vice-Chair

The Vice-Chair shall be vested with all the powers and shall perform all the duties of the Chair during the absence of the latter.

Section 3. Election of Officers

Officers will be sought on a volunteer basis and may be appointed by majority vote of the Board.

Section 4. Removal of Officer

The Advisory Board with the concurrence of 75% or 3/4 of the Members voting at the meeting may remove any officer of the Board of Directors and elect a successor for the unexpired term. No officer of the Board of Directors shall be expelled without an opportunity to be heard and notice of such motion of expulsion shall be given to the Member in writing twenty (20) days prior to the meeting at which motion shall be presented, setting forth the reasons of the Board for such expulsion.

Section 5. Vacancies

The Board shall also be responsible for nominating persons to fill vacancies which occur between annual meetings, including those of officers. The persons so elected shall hold Membership or office for the unexpired term in respect of which such vacancy occurred.

ARTICLE VII. CONFLICT OF INTEREST

Section 1: Purpose

The purpose of the conflict of interest policy is to protect this CED Board and its Members from approving grants that might benefit the private interest of a board Member. This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to governmental organizations.

Section 2: Definitions

1. Interested Person: Any board Member who has a direct or indirect financial interest, as defined below, is an interested person.
2. Financial Interest: A person has a financial interest if the person has, directly or indirectly, through business, investment or family:
 - a. An ownership or investment interest in any entity with which the CED Board is considering an application, transaction or arrangement;
 - b. A compensation arrangement with the CED Board or with any entity or individual with which the CED Board has a transaction or arrangement; or
 - c. A potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which the CED Board is negotiating a transaction or arrangement.
3. A financial interest is not necessarily a conflict of interest. Under Article III, Section 2, a person who has a financial interest may have a conflict of interest only if the appropriate governing board or committee decides that a conflict of interest exists.
4. Compensation: includes direct and indirect remuneration as well as gifts or favors that are not insubstantial.

Section 3. Procedures

1. Duty to Disclose. In connection with any actual or possible conflict of interest, an interested person must disclose the existence of the financial interest and be given the opportunity to disclose all material facts to the board considering the proposed transaction or arrangement.
2. Determining Whether a Conflict of Interest Exists. After disclosure of the financial interest and all material facts, and after any discussion with the interested person, he/she shall leave the governing board or committee meeting while the determination of a conflict of interest is discussed and voted upon. The remaining board or committee Members shall decide if a conflict of interest exists.
3. Procedures for Addressing the Conflict of Interest
 - a. An interested person may make a presentation at the governing board or committee meeting, but after the presentation, he/she shall leave the meeting during the discussion of, and the vote on, the transaction or arrangement involving the possible conflict of interest.
 - b. After exercising due diligence, the governing board or committee shall determine whether the Organization can obtain with reasonable efforts a more advantageous transaction or arrangement from a person or entity that would not give rise to a conflict of interest.

- c. If a more advantageous transaction or arrangement is not reasonably possible under circumstances not producing a conflict of interest, the governing board or committee shall determine by a majority vote of the disinterested directors whether the transaction or arrangement is in the CED Board's best interest, for its own benefit, and whether it is fair and reasonable. In conformity with the above determination it shall make its decision as to whether to enter into the transaction or arrangement.
- 4. Violations of the Conflicts of Interest Policy
 - a. If the governing board or committee has reasonable cause to believe a Member has failed to disclose actual or possible conflicts of interest, it shall inform the Member of the basis for such belief and afford the Member an opportunity to explain the alleged failure to disclose.
 - b. If, after hearing the Member's response and after making further investigation as warranted by the circumstances, the governing board or committee determines the Member has failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary and corrective action.

CED BOARD BYLAWS
SAN JUAN COUNTY, UTAH



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	Board Member	Cottonwood Steakhouse, Restaurant	1/1/2025
Jennifer Davila	Board Member	La Posada Pintada, Lodging	1/1/2025
Jared Berrett	Board Member	Bluff Dwellings, Lodging	03/06/2022
Monica LaFont	Board Member	Goulding's Monument Valley, Lodge & Restaurant	1/1/2025
Sean Campbell	Board Member	St. Danes Cabins, Lodging	1/1/2025
Derryl Jack	Board Member	At Large	03/06/2022
Evan Bolt	Board Member	Appointment by Monticello City	By Appointment
Pratt Redd	Board Member	Appointment by Blanding City	By Appointment
Linda Sosa	Board Member	Appointment by Bluff Town	By Appointment

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.

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Quarterly Meetings	2021 Dates, All meetings are from 10A-12P
February (annual)	Wednesday, February 10, 2021
May	Wednesday, May 12, 2021
August	Wednesday, August 11, 2021
November	Wednesday, November 10, 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.