



Utah County Tourism and Tax Advisory Board Meeting
Monday, February 7, 2022 @ 11:30am
Communal Restaurant

Board Members Present:

John Garfield, Marriott
Rita Wright, Springville Museum of Art
Kurt Christensen, Hyatt House PG/Provo
Chad Linebaugh, Sundance
Graydon Pearson, Hyatt Place Provo
Kevin Santiago, Communal Restaurant

County Representatives Present:

Ezra Nair, Utah County Commission Liaison
Bill Lee, Utah County Commissioner
Amelia Powers Gardner, Utah County Commissioner
Tom Sakievich, Utah County Commissioner
Lisa Shepherd, Utah County Commission Office

Others Present:

Laurel Price

11:30 am Welcome & Working Lunch

11:40 am Funding Review Update- John Garfield

John welcomed everyone, did introductions and reviewed the 2021 TRCC funding.

Ezra stated that we had just received the November tax distribution with still another month of TRCC distribution left and we had beaten 2020 numbers. Utah County appears to be coming out of slowdown much faster than other counties.

Kevin Santiago was asked what the restaurant industry expects in 2022. Kevin said that the restaurants are busier than they've ever been but there are concerns with staffing to accommodate the high numbers.

Chad Linebaugh with Sundance added that staffing challenges have affected hours. Staffing is a problem and companies have had to increase wages to keep and hire new employees.

John Garfield stated that increased wages are expected to be a problem in the hospitality industry as well that will drive up hotel rates.

John Garfield stated that both the TRT and TRCC funds are healthy.

11:50 pm Utah County Fair- Craig Conover and Lisa Shepherd
Project Funding Request: \$250,000
Project Reviewer: John Garfield
Project Presenter: Lisa Shepherd | Craig Conover

Lisa introduced Craig Conover who co-directed the 2021 fair. He updated the committee on some changes they made in 2021 which they will do again. The fair will be three days instead of four. The big money maker at the fair is the Demolition Derby which was attended by about 7000 people last year. There will be a Thursday night free rodeo which was attended by 2500-3000 people in 2021. Craig will focus on sponsorships to help offset the cost of the fair. Last year the county ended up using \$35,000 of TRCC funds for the fair. There was also a kids corner which was very popular last year and they hope to increase the size and move outside to a tent like structure since it was so popular. The Farmers Market and those types of vendors were very popular and with attendees and the vendors were happy. Jr. Livestock show inside the barn which put the animals more front and center. Plans to do a military display for attendees. Plans to increase pre-shows for the Demolition Derby. **The ask was for up to \$250,000.** Craig's goal is to make the fair revenue neutral.

John asked if Craig Conover would be the county fair director again? Craig stated that the decision is up to the commissioners but he would like to serve again. John also asked that because the fair was not being run through a non profit, it made it difficult to get sponsors. Has that been addressed yet? Craig mentioned that because it has run through the county, it was tax deductible. They received about \$20,000 in sponsorships in 2021.

John stated he is supportive of the fair. It's a great event for the community, especially south Utah County. Rita asked the date of the fair this year, which is the first weekend in August.

Commissioner Sakevich stated that we kept the ticket prices low for the Demolition Derby because of the economic uncertainty in 2021. There was agreement that we may want to look at raising the pricing for the derby this year because it sold out.

Commissioner Lee pointed out that last year TTAB authorized up to \$250,000 in TRCC funds for the county and they only ended up using \$35,000. The funds are a back stop and it is on the commissioners to have a fair in place that works and certainly hoping it could be self functioning. The TRCC funds are used as a backstop.

12:05 pm Salem Canal Connector Trail Match-Richard Nielsen
Project Funding Request: \$128,950
Project Reviewer: John Garfield
Project Presenter: Richard Nielsen

Richard Nielsen stated that this project will go from Hyline Canal in Payson through Salem City to Power House road in Spanish Fork. Salem City has secured \$7.6 million from UDOT and \$2.8 million from MAG. The MAG money has a 6.77% match. 4 miles of the trail is in the county so the TRCC funds would cover the county portion of the 6.77% match for the 4 miles in the county. Chad Linebaugh asked if the look of the trail would be like the Murdock Trail. Richard mentioned that it wouldn't be as wide. There was a question about the amount of roof tops on the trail. Richard mentioned over a portion of the trail there would be and there are annexations proposed near the trail currently.

12:15 pm TTAB Priority Listing & Additional Discussion
Review current request
Motions

Commissioner Gardner stated that supporting agriculture is very important for our 4H and livestock show kids and the county fair is the best place to do that. Utah is very successful in the show pigs arena for kids in agriculture. Commissioner Lee stated that Utah County 4H kids perform very well against other agriculture programs around the west. Lisa also asked about what interest there might be in a car show for the fair and there was a short discussion around the success of car shows and where one could go should it be added to the county fair.

Motion: Kurt Christensen motioned to approve up to \$250,000 for the county fair. Rita seconded the motion. The motion passed unanimously.

Motion: Chad Linebaugh motioned to approve the \$128,950 for the Salem Canel Connector. Graydon Pearson seconded the motion. The vote was unanimous.

Due to spring break, we need to move the April meeting. The second quarter meeting was rescheduled to **April 18, 2022**. John reminded all to please accept the calendar invite.

Meeting Dates:

2022 Meeting Dates – Even Months, 1st Monday of the month.
April 18 / June 6th / August 1st / October 3rd / December 5th
11:30-1pm

John stated that Jared from UCCU Event Center has not been attending the meetings and wanted to ensure that the county commissioners were aware of this. John Garfield was going to reach out to Jared and report back.

John scheduled hosts for the year's meetings.

April 18	Sundance Resort
June 6	Springville Art Museum
August 1	Hyatt Place

Adjourn: 12:50 pm