

TOURISM TAX ADVISORY BOARD
MEETING MINUTES DECEMBER 8, 2022

Tourism Director Brittany McMichael called the Meeting of the Tourism Tax Advisory Board of Washington County to order at 11:00 AM on Thursday, December 8, 2022, in the Green Spring Conference Room of the Dixie Center, 1835 South Convention Center Drive, St. George, UT. Those in attendance were: Tourism Tax Advisory Board: Dorothy Heers, Tracey Welsh, Brett Burgess, Kevin Smith, Kenny Nielsen and Rich Stehmeier. Others in attendance include Deputy County Attorney Steven Scott, Tourism Staff members Sara Otto, Rochelle Blatter and Chad McWilliams.

WELCOME

Tourism Director Brittany McMichael welcomed all in attendance and determined that a quorum existed for voting on action items.

CONSIDERATION OF SEPTEMBER 22, 2022 MINUTES

MOTION: Motion by Brett Burgess to Approve the September 22, 2022 Minutes.
Motion seconded by Kevin Smith and carried by a unanimous vote.

DIRECTOR'S REPORT:

Sports & Adventure Marketing Manager Chad McWilliams presented an update on the IRONMAN event held in October. He stated there were over 5,500 athletes with 18,000 visitors. The direct economic impact for the event was \$62 million and the event was the largest (based on the athlete numbers) World Championship event in IRONMAN history.

2023 BUDGET REVIEW AND APPROVAL:

Ms. McMichael presented the proposed budget.

(See attached budget).

MOTION: Motion by Kenny Nielsen to Recommend the 2023 Budget to the Commission. Motion seconded by Dorothy Heers and carried by a unanimous vote.

APPROVAL OF CHAMBER OF COMMERCE FUNDING APPLICATION:

The St. George Chamber of Commerce is requesting \$30,000 for printing of the St. George Area Guide.

MOTION: Motion by Tracey Welsh to Recommend \$30,000 for the St. George Chamber of Commerce. Motion seconded by Brett Burgess and carried by a

unanimous vote.

UPDATE ON ST. GEORGE MUSICAL THEATER PROJECT FUNDING:

Ms. McMichael explained more information for this project will be available early next year.

BOARD MEMBERS REPORTS

Rich Stehmeier reported the St. George Airport now has a live food vendor. Kevin Smith shared that the Christmas in the Canyon at Tuacahn is outselling previous years, and sales for 2023 are going well. Tracey Welsh reported that Red Mountain Resort has been sold to the same company that owns Black Desert. She further stated that Red Mountain will get a new food and beverage director as their current director has accepted a job at Dixie Tech.

MOTION: Motion by Dorothy Heers to adjourn. Motion seconded by Kevin Smith and carried by a unanimous vote.

Minutes prepared by Sarah Lloyd
Adjourned at 11:45 AM