

**San Juan County
Tourism Tax Advisory Board
Monday, June 17th, 2024
Zoom Meeting**

TTAB Board Members:

Name	Role	Position	Term Expires	PM Training Completed
Name	Role	Position	Term Expires	
Sean Campbell	Chair	St. Danes Cabins, Lodging	1/31/2025	Y
Jennifer Davila	Board Member	La Posada Pintada, Lodging	1/31/2025	
Dallin Tait	Board Member	Bluff Dwellings, Lodging	1/31/2027	Y
	Vice Chair			
Bill Haven	Board Member	Abajo Haven	1/31/2025	
Derryl Jack	Board Member	At Large	1/31/2027	Y
Kaeden Kulow	Board Member	Appointment by Monticello City	By Appointment	Y
Ben Muhlestein	Board Member	Appointment by Blanding City	By Appointment	
Linda Sosa	Board Member	Appointment by Bluff Town	By Appointment	Y
Silvia Stubbs	Board Member	San Juan County Commission	1/31/2025	

Attendance:

Members Present: Bill Haven, Sean Campbell, Ben Muhlestein, Linda Sosa, Dallin Tait

Members Absent: Derryl Jack, Kaeden Kulow, Jennifer Davilla, Silvia Stubbs

Staff Present: Allison Yamamoto Sparks, Nate Pitts

Staff Absent: None

Guests: Pratt Redd and Ryan Jones from Relic

- I. Allison calls the meeting to order. Linda motions to adopt the meeting agenda. Ben seconded.
- II. Bill motions to approve the meeting minutes from March. Linda seconded.
- III. Public comment: None
- IV. Presentation: Pratt shares information on the Coop Marketing strategy for 2025. Ryan talks about an affordable research project on visitor data. Pratt shares a proposal to assist with social media and repurposing existing media. Ryan discusses a Blog strategy to engage visitors and shares insights on the Newsletter. Pratt talks about the budget for the 2025 marketing campaign.
- V. Allison shares information about the Coop Grant budget and presents a spreadsheet for the Board members to review. Allison explains the budget per line item. Sean motions to approve the Coop Marketing Budget. Dallin seconded the motion. Sean asks for a vote to approve the budget. Dallin seconded. All in favor.
- VI. Allison shares the timeline for the Coop Marketing Grant and will present it to the Commission tomorrow. Allison provides updates on quarterly reporting for visitation, social media followings, and upcoming projects. Allison shares information about this year's FAM Tours.
 - A. Nate shares reporting on the number of brochure requests.
 - B. Sean talks about a shift in visitors geographically. Sean shares that there is a need for a new board member.
 - C. Linda talks about things slowing down as temperatures rise.
 - D. Dallin shares that business is steady and that numbers are comparable to last year.
 - E. Bill describes interactions with return guests and talks about promoting the cooler temperatures on the Abajos and Elk Mountain.
 - F. Ben reflects on opportunities in and around Blanding and reports on steady numbers of visitors.
- VII. Next meeting will be Monday, September 9th, 2024.
- VIII. Sean motions to adjourn the meeting. Bill seconded. Meeting adjourned.

