

**San Juan County
Tourism Tax Advisory Board
Monday, May 19th, 2025
Zoom Meeting**

TTAB Board Members:

Name	Role	Position	Term Expires	PM Training Completed
Derryl Jack	Chair	At Large	1/31/2027	Y
Dallin Tait	Vice Chair	Bluff Dwellings, Lodging	1/31/2027	
Jennifer Davila	Board Member	La Posada Pintada, Lodging	1/31/2025	
Brian Ballard	Board Member	Wolf Springs Resort, Lodging	1/31/2026	
Bill Haven	Board Member	Abajo Haven	1/31/2025	
Harold Simpson	Board Member	Simpsons Trail Handler, Outfitter	1/31/2026	
Kaeden Kulow	Board Member	Appointment by Monticello City	By Appointment	Y
Ben Muhlestein	Board Member	Appointment by Blanding City	By Appointment	Y
Linda Sosa	Board Member	Appointment by Bluff Town	By Appointment	Y
Silvia Stubbs	Board Member	San Juan County Commission	1/31/2025	Y

Attendance:

Members Present: Bill Haven, Derryl Jack, Harold Simpson, Jennifer Davilla, Linda Sosa, Ben Muhlestein, Kaeden Kulow, Dallin Tait, Brian Ballard

Members Absent: Silvia Stubbs

Staff Present: Allison Yamamoto Sparks, Nate Pitts

Staff Absent: Mack McDonald

Guests: Clint Sorenson, Emily Christman, Sydnie Furton, Ryan Jones, Camden Bernatz, Kari Hansen

- I. Public Comment: None
- II. Bill motions to adopt the agenda. Jennifer seconded the motion. All in favor.
- III. Jennifer motions to approve the meeting minutes from the February 24th, 2025 meeting. Ben seconded the motion. All in favor.
- IV. Presentations:
 - A. Sydnie with Datafy shares her background and presents what Datafy is doing in collaboration with Allison and San Juan County. Sydnie shares how data is being collected and what data is reflected on the reporting. Sydnie presents reporting from quarter one of 2025 with YOY comparison. Sydnie drills down the data and shares her insights on what the data reveals.
 - B. Ryan Jones with Brand Revolt, formerly Relic, presents and shares plans on this year's marketing plan for San Juan County. Ryan highlights data and shares the impact of the current marketing campaign. Camden with Brand Revolt, talks about marketing content and shares feedback. Ryan reflects on the content plan for marketing and providing visitors with quality visits to San Juan County. Clint with Brand Revolt shares the impacts of paid media to help drive visitors to San Juan County.
 - C. Allison talks about the current marketing plan and hears from board members on the campaign efforts. Allison shares reporting updates from VisaVue and social media reports. Allison reflects on the top organic posts. Allison talks about topics in the Newsletter. Allison shares images and talks about how they are being used. Allison provides updates on the International Opt-Ins. Allison talks about updates and reprints of printed materials and shares the KUTV segments. Allison reflects on FAM Tours and the positive outcomes associated with the tours. Allison talks about the upcoming FAM Tours and where those tours will visit. Allison provides updates on the Film Markers and talks about the Travel Shows. Allison provides information on upcoming Tourism Workshops and shares updates on the changes to TRT. Allison presents the overall budget for 2026 and explains line items.
 - D. Nate provides updates on YTD brochure requests.
- V. Action Items: Vote for the 2026 Coop Marketing Campaign. Brian motions to accept the 2026 Coop Marketing budget. Jennifer seconded the motion. All in favor.
- VI. Board Member Updates: Bill talks about improvements to the interpretive trail and shares information from the Little Europe Representative. Ben shares information about a community workshop to develop a downtown plan for Blanding. Ben talks about a UR Grant that Blanding has received to build an ADA trail around one of the reservoirs and hopes to see it completed this year. Linda shares information on Bluff being nominated as a Dark Sky Community and talks about the Astrotourism conference. Allison and Bill discuss the impacts on

tourism due to the current political climate in the US. Harold shares that business is good in Monument Valley. Brian talks about business in La Sal and shares that he is seeing good numbers of international travelers.

VII. Next meeting will be Monday, August 25th in person (Blanding or Bluff) with a virtual option.

VIII. Ben makes a motion to adjourn the meeting. Bill seconded. All in favor. Meeting adjourned.

DRAFT