

**San Juan County
Tourism Tax Advisory Board
Monday, December 9th, 2024
Zoom Meeting**

TTAB Board Members:

Name	Role	Position	Term Expires	PM Training Completed
Open	Chair			
Open	Vice Chair			
Jennifer Davila	Board Member	La Posada Pintada, Lodging	1/31/2025	
Dallin Tait	Board Member	Bluff Dwellings, Lodging	1/31/2027	Y
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	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, Silvia Stubbs, Ben Muhlestein, Linda Sosa, Kaeden Kulow, Derryl Jack, Dallin Tait

Members Absent: Jennifer Davilla

Staff Present: Allison Yamamoto-Sparks, Nate Pitts, Mack McDonald

Staff Absent: None

Guests: Pratt Redd (Relic)

- I. Allison calls the meeting to order. Linda motions to adopt the agenda. Dallin seconded. All in favor.
- II. Silvia motions to approve the 9-9-24 Minutes. Linda seconded. All in favor.
- III. Public Comment: None
- IV. Reports: Pratt Redd shares Relic's year end report and reviews the current marketing campaign. Pratt talks about the success rates of paid marketing. Bill asks why the National Monuments aren't being used in the campaign. Allison reflects on the crowds and that San Juan County offers solitude rather than crowded parks. Pratt shares insights for the 2025 marketing campaign.
- V. Discussion and Action Items:
 - A. 2025 Meeting Dates Feb 24th, May 19th, Aug 11th, and Nov 17th. Kaeden motions to approve the 2025 meeting schedule. Bill seconded. All in favor.
 - B. Nominations for Chair and Vice Chair. The board members nominate and vote Deryl Jack as Chair and Dallin Tait as Vice Chair.
 - C. Board Member Positions. Allison shares a letter of interest from Harold Simpson, who operates Simpson Trail Handler Tours. Kaeden motions to recommend Harold Simpson be added to the TTAB Board. Ben seconded. All in favor.
- VI.
 - A. Allison shares updates on Visavue reporting and talks about social media success. Allison discusses print ads and reprints of the Community Maps and Travel Guides. Allison talks about KUTV covering events in San Juan County. Allison reflects on previous FAM Tours from 2023 and 2024. Allison shares updates on the UT Film Commission and marker locations of filming locations in San Juan County. Allison talks about the updates to the website including approval of the domain waiver request for Utah's Canyon Country. Allison talks about the addition of an EV charging station page added to the website and 9 Gifs were created for San Juan County.
 - B. Nate provides YTD totals for brochure requests.
 - C. Linda talks about the shoulder season in Bluff and shares that Comb Ridge Eat n Drink is adding a pizza oven. Dallin provides updates on Bluff Dwellings and reflects on the San Juan County Business Basecamp. Kaeden shares updates on Monticello. Ben provides information about the Marathon and reports a good turnout. Bill talks about the creation of an ADA compliant trail at Sand Island. Bill shares information on international reservations for 2025. Silvia talks about the Splash Pad in Blanding. Ben talks about the trail plan and environmental study with the hope of completing several trails in the next few years.
- VII. Bill motions to adjourn the meeting. Derryl seconded. All in favor.