



TOURISM TAX ADVISORY BOARD MEETING
117 South Main Street, Monticello, Utah 84535. Commission Chambers
December 09, 2024 at 3:00 PM

AGENDA

The public will be able to view the meeting on San Juan County's Facebook live and Youtube channel

1. <https://us06web.zoom.us/j/84531344092?pwd=JqFBFp1s0aLPGHWLQe03FGtERbCIzE.1>
Passcode441965

CALL TO ORDER

ADOPTION OF AGENDA

APPROVAL OF MINUTES

2. Approval of Meeting Minutes from September 9th, 2024

PUBLIC COMMENT

REPORTS

3. A. Relic- 2024 Year-end Marketing Report

DISCUSSION & ACTION ITEMS

4. A. Adoption of 2025 Meeting Schedule (ACTION)
 - a. Monday, February 24, 2025
 - b. Monday, May 19, 2025
 - c. Monday, August 11, 2025
 - d. Monday, November 17, 2025

B. Nomination of new Board Chair & Vice-Chair (ACTION)

C. New members-Review letters of interest/recommendation for Commissioners (ACTION)

PRESENTATIONS

5. A.. Visitor Services Manager Report- Allison
 1. VisaVue Update
 2. FAM Tours- past & upcoming
 3. Social Media- YTD & Goals
 4. Ads

5. Digital
6. Newsletters (Visitor & Industry)
7. Other

B. Office Manager Report- Nate

1. Travel Guide Distribution- YTD
 - a. Domestic and International requests
 - b. Distribution of Travel Guides, See and Do Guides to businesses

C. Member Updates- Please share what's happening in your business, organization, community, etc.

FUTURE AGENDA ITEMS

Next Meeting Date:

6. Monday, February 24, 2025 from 3:00-5:00pm

ADJOURNMENT

In compliance with the Americans with Disabilities Act, persons needing auxiliary communicative aids and services for this meeting should contact the San Juan County Clerk's Office: 117 South Main, Monticello or telephone 435-587-3223, giving reasonable notice