



TOURISM TAX ADVISORY BOARD

**117 South Main Street, Monticello, Utah 84535. Commission Chambers
May 04, 2026 at 3:00 PM**

AGENDA

Monday, May 4, 2026, 3:00pm-5:00pm

San Juan County Administrative Building Meeting Room (2nd floor) 117 S Main St, Monticello

Meeting Log-in info: meet.google.com/sed-jxyb-usz

Join by phone: (US) +1 801-937-4112 PIN: 834 052 805#

CALL TO ORDER

1. Call Meeting to Order & Introductions

ADOPTION OF AGENDA

APPROVAL OF MINUTES

2. Approval of Minutes: Meeting Minutes from February 23, 2026

PUBLIC COMMENT

PRESENTATIONS

3. A. 2026/27 Co-op Marketing Plan- Brand Revolt
- B. Visitor Services Manager Report- Allison
 1. TRT
 2. VisaVue
 3. Social Media- YTD & Goals
 4. FAM Tours- past & upcoming
 5. Ads & Digital
 6. Other
- C. Visitor Services Specialist Report- Cortney
 1. Brochure Fulfillment

DISCUSSION & ACTION ITEMS

4. A. 2026/2027 Co-op Marketing Grant Application (ACTION)
5. Please share tourism-related updates for your business, organization, community, etc.

FUTURE AGENDA ITEMS

Next Meeting Date:

6. Next Meeting Date: August 10, 2026

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****