



TOURISM TAX ADVISORY BOARD MEETING
117 South Main Street, Monticello, Utah 84535. Commission Chambers
May 19, 2025 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. Meeting Log-in info:
<https://us06web.zoom.us/j/89680599866?pwd=7ErbG7LaFaUVkKkaadymS6HUtNeibr.1>

Meeting ID: 896 8059 9866

Passcode: 840059

CALL TO ORDER

ADOPTION OF AGENDA

APPROVAL OF MINUTES

2. Meeting Minutes from February 24, 2025

PUBLIC COMMENT

PRESENTATIONS

3. A. Datafy Presentation (Sydnie Furton)
Sydnie will provide an overview of Datafy and the types of visitor behavior and information we're able to track with their software.

B. Brand Revolt Presentation (Formerly Relic Agency)
Members from the Brand Revolt team who work on San Juan County's account will present their marketing proposal for the 25-26 Co-op Marketing Grant.

C. Visitor Services Manager Report- Allison
VisaVue
FAM Tours- past & upcoming
Social Media- YTD & Goals
Ads & Digital

D. Office Manager Report- Nate
Travel Guide Distribution- YTD

Domestic and International requests
Distribution of Travel Guides, See and Do Guides to businesses

DISCUSSION & ACTION ITEMS

4. 2025/2026 Co-op Marketing Grant Application (ACTION)

REPORTS

5. Please share tourism-related updates for your business, organization, community, etc.

FUTURE AGENDA ITEMS

Next Meeting Date:

6. Monday, August 11, 2025 from 3:00-5:00pm (Need to reschedule)

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****