



TOURISM TAX ADVISORY BOARD

117 South Main Street, Monticello, Utah 84535. Commission Chambers
December 01, 2025 at 3:00 PM

MINUTES

Monday, December 1, 2025, 3:00pm-5:00pm
Edge of the Cedars State Park & Museum, 660 W 400 N, Blanding, UT 84511

Meeting Log-in info:
meet.google.com/ysb-xovi-cwf

Join by phone
(US) +1 301-882-5342
PIN: 956 789 537#

CALL TO ORDER

1. Call Meeting to Order & Introductions

ADOPTION OF AGENDA

APPROVAL OF MINUTES

2. Approval of Minutes: Meeting Minutes from August 25, 2025

PUBLIC COMMENT

PRESENTATIONS

3. A. Visitor Services Manager Report- Allison

1. TRT
2. VisaVue
3. Social Media- YTD & Goals
4. FAM Tours- past & upcoming
5. Ads & Digital
6. Other
 - a. Visitor Sentiment & Awareness Survey
 - b. Promotional Video Filming (Sept 19 & 20, Oct 29 & 30)
 - c. Meetings & Training

- d. San Juan County Tourism Connect & Collaborate- Monday, March 23, 2026
- B. Visitor Services Specialist Report- Cortney
 - 1. Brochure Fulfillment

GENERAL DISCUSSION ITEMS

- 4. All Board Members
 - A. Please share tourism-related updates for your business, organization, community, etc.

FUTURE AGENDA ITEMS

Next Meeting Date:

- 5. A. February 23, 2026
- B. May 4, 2026
- C. August 10, 2026
- D. November 16, 2025

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

APPROVED: _____ DATE: _____
San Juan County Tourism Tax Advisory Board