



## **TOURISM TAX ADVISORY BOARD**

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

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### **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](https://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: \_\_\_\_\_  
San Juan County Tourism Tax Advisory Board

DATE: \_\_\_\_\_