

**San Juan County
Tourism Tax Advisory Board
Monday, February 24th, 2025
In Person Meeting**

TTAB Board Members:

Name	Role	Position	Term Expires	PM Training Completed
Derryl Jack	Chair	At Large	1/31/2027	Y
Dallin Tait	Vice Chair	Bluff Dwellings, Lodging	1/31/2027	
Jennifer Davila	Board Member	La Posada Pintada, Lodging	1/31/2025	
Brian Ballard	Board Member	Wolf Springs Resort, Lodging	1/31/2026	
Bill Haven	Board Member	Abajo Haven	1/31/2025	
Harold Simpson	Board Member	Simpsons Trail Handler, Outfitter	1/31/2026	
Kaeden Kulow	Board Member	Appointment by Monticello City	By Appointment	Y
Ben Muhlestein	Board Member	Appointment by Blanding City	By Appointment	
Linda Sosa	Board Member	Appointment by Bluff Town	By Appointment	
Silvia Stubbs	Board Member	San Juan County Commission	1/31/2025	Y

Attendance:

Members Present: Ben Muhlestein, Harold Simpson, Bill Haven, Brian Ballard, Linda Sosa, Derryl Jack, Jennifer Davilla, Kaeden Kulow, Silvia Stubbs, Dallin Tait

Members Absent: None

Staff Present: Allison Yamamoto-Sparks, Nate Pitts, Mack McDonald

Staff Absent: None

Guests: None

- I. Derryl calls the meeting to order. Linda motions to adopt the agenda. Bill seconded. All in favor.
- II. Bill motions to approve the 12-9-24 Meeting Minutes. Ben seconded. All in favor.
- III. Public Comment: None
- IV. Discussion and Action Items:
 - A. The board welcomes two new members, Harold Simpson and Brian Ballard.
 - B. Derryl and Allison discuss the required annual Open Public Meetings Training with the board members.
 - C. Allison talks about marketing and the Coop marketing budget. The board discusses marketing and shares ideas on promoting the area, with opportunities for San Juan County.
- V. Presentations:
 - Allison presents the Coop marketing budget through a spreadsheet and covers spending.
 - Allison shares updates on Visa Vue reporting through a slide show.
 - Allison talks about print ads and gives updates on two billboards that will be in place soon.
 - Allison shares the International Opt Ins that have been completed.
 - Allison provides updates on the Community Rip Maps for Monticello, Blanding, and Bluff.
 - Allison talks about the updated Travel Guide and shares that the reprint should be completed within two months. Allison reflects on the Bluff River Trail brochure.
 - Allison shares information about the photographer who helped with the recent Bluff Balloon Festival.
 - Allison reflects on KUTV's visits in 2024 and what coverage occurred and shares that KUTV will be here for the 2025 Road Trippin.
 - Allison talks about the FAM tours and how impactful they can be. Allison shares slides on past FAMS and covers the positive impacts along with the upcoming FAMS for 2025.
 - Allison presents other projects in the works such as Film Markers, an EV Charging Station page, 9 Gifts created for SJC, and updates for ADA compliance.
 - Allison provides updates on a new data company called Datafy which has been approved by the County Commission and shares what data will be provided.
 - Allison reflects on the recent and upcoming travel shows and provides the board with updates to the Legislative changes to TRT and the impacts throughout the State.
 - Nate provides updates on brochure requests and distribution.
 - Bill shares updates on bookings for 2025
 - Linda talks about issues with phones impacting reservations in Bluff and shares updates on the Dark Sky designation
 - Brian shares he is seeing above average bookings for 2025.

- Dallin talks about Bluff Dwellings bookings.
- Jennifer talks about the Business Owners of Bluff and the recent Balloon Festival. Jennifer provides updates on the Dark Sky Festival.
- Harold reflects on the impacts of Covid and how business is beginning to pick back up.
- Ben shares that Blanding is working to finalize the food truck court and mentions the new Blanding City website. Ben talks about new trails for Blanding.
- Kaeden shares that Monticello City is doing some website updates and that business has sustained through the shoulder season.
- Derryl talks about the reforming of the San Juan County Chamber of Commerce.

VI. Future Agenda Items:

The next meeting will be May 19th 2025 and possibly in person.

VII. Adjournment

Bill motions to adjourn the meeting. Jennifer seconded. All in favor.