



TOURISM TAX ADVISORY BOARD MEETING
117 South Main Street, Monticello, Utah 84535. Commission Chambers
February 23, 2026 at 3:00 PM

MINUTES

Monday, February 23, 2026, 3:00pm-5:00pm

Bluff Dwellings, 2625 US-191, Bluff, UT 84512

Meeting Log-in info:

meet.google.com/edz-cupg-hap

Join by phone

(US) +1 401-646-2324 PIN: 776 612 848#

CALL TO ORDER

1. Call Meeting to Order & Introductions

ADOPTION OF AGENDA

APPROVAL OF MINUTES

2. Approval of Minutes Meeting from December 1, 2025

PUBLIC COMMENT

DISCUSSION & ACTION ITEMS

3. Recognition of Service (Linda Sosa 2019-2025)- Allison

PRESENTATIONS

4. 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. San Juan County Tourism Connect & Collaborate- Monday, March 23, 2026

B. Visitor Services Specialist Report- Cortney

1. Brochure Fulfillment

5. Member Updates- All Board Members

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

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: _____