



TOURISM TAX ADVISORY BOARD

**117 South Main Street, Monticello, Utah 84535. Commission Chambers
May 04, 2026 at 3:00 PM**

AGENDA

Monday, May 4, 2026, 3:00pm-5:00pm

San Juan County Administrative Building Meeting Room (2nd floor) 117 S Main St, Monticello

Meeting Log-in info: meet.google.com/sed-jxyb-usz

Join by phone: (US) +1 801-937-4112 PIN: 834 052 805#

CALL TO ORDER

1. Call Meeting to Order & Introductions

ADOPTION OF AGENDA

APPROVAL OF MINUTES

- [2.](#) Approval of Minutes: Meeting Minutes from February 23, 2026

PUBLIC COMMENT

PRESENTATIONS

3. A. 2026/27 Co-op Marketing Plan- Brand Revolt
- B. Visitor Services Manager Report- Allison
 1. TRT
 2. VisaVue
 3. Social Media- YTD & Goals
 4. FAM Tours- past & upcoming
 5. Ads & Digital
 6. Other
- C. Visitor Services Specialist Report- Cortney
 1. Brochure Fulfillment

DISCUSSION & ACTION ITEMS

4. A. 2026/2027 Co-op Marketing Grant Application (ACTION)
5. Please share tourism-related updates for your business, organization, community, etc.

FUTURE AGENDA ITEMS

Next Meeting Date:

6. Next Meeting Date: August 10, 2026

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****

**San Juan County
Tourism Tax Advisory Board Meeting
Monday February 23, 2026
Bluff Dwellings
2625 US-191 Bluff, UT 84512**

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	1/31/2028	Y
Brian Ballard	Board Member	Wolf Springs Resort, Lodging	1/31/2026	
Bill Haven	Board Member	Abajo Haven	1/31/2028	
Harold Simpson	Board Member	Simpsons Trail Handler, Outfitter	1/31/2028	
Kaeden Kulow	Board Member	Appointment by Monticello City	By Appointment	Y
Ben Muhlestein	Board Member	Appointment by Blanding City	By Appointment	Y
Erin Nelson	Board Member	Appointment by Bluff Town	By Appointment	Y
Silvia Stubbs	Board Member	San Juan County Commission	1/31/2026	

Attendance:

Members Present: Bill Haven, Derryl Jack, Jennifer Davila, Linda Sosa, Ben Muhlestein, Kaeden Kulow, Dallin Tait, Harold Simpson, Erin Nelson

Members Absent: Brian Ballard, Silvia Stubbs

Staff Present: Allison Yamamoto-Sparks, Cortney Yazzie

Staff Absent: None

Guests: None

- Derryl calls the meeting to order. Jennifer Davila and Bill Haven motions to adopt the meeting agenda.
- Ben makes motions to approve the meeting minutes, Ben makes a motion to approve minutes from the February 25th meeting, Dallin seconded.

Public Comment: None

Presentations

Allison provided updates on various tourism initiatives:

- **TRT Collections:** Allison Yamamoto-Sparks reported that a new Transient Room Tax (TRT) tracking software has been created by a former intern Tyler Devenport who noticed a need for a better platform, this new platform replaces a large, messy, and non shareable spreadsheet previously used to track monthly TRT data for every lodging property.
- Allison Yamamoto-Sparks shared in San Juan county finished last year's TRT numbers 2024 compared to 2025 we did countywide and finished the year off up from 2024. As we were up at Tourism day on the hill Allison and Cortney and they were showing the yearly report for 2025 and San Juan County was one of the top five counties based on our overall Tax collections.
- **Visa Spending:** Allison Yamamoto-Sparks shares our top 10 of 2025 Visa spending report she included all of 2025 the last quarter it's the same order from all year long, Salt lake city is our number one, Provo, Orem out of the 3 is from the wasatch front where the majority of our visitor spending is coming from. Domestic is up in all market segments, restaurants, dining, hotels, retail etc. 2025 domestic spending was up 3.5%
- **Social Media Report:**
 - **Facebook:** Allison says social media has been hard lately, has not been able to get the kind of movement we have gotten previously we did not reach our social media goals. Facebook Organic quarterly report (12/1/2025-2/23/2026) showed a reach 1.1 M, new followers 943. The 2026 goals for reach: 6 million YTD: 598.3K currently at 9.9% of Annual goal. Followers: 6,000 YTD:463 currently at 7.7% of Annual Goal. This is the first time in a couple of years we haven't reached our goals for Facebook.
 - **Instagram:** Instagram Organic Quarterly Report (12/1/25–2/23/26) showed a reach of 74K and 2.1K new followers. The 2025 goals for Reach (425,000) and Followers (5,000) currently at 26% of Annual Goal. We are continuing to post as much as possible.
- **Digital Report:**
 - **Newsletters:** Allison Yamamoto-Sparks says we are always working on newsletters we do two types of email newsletters. One is a visitor newsletters that goes out every month. We do a quarterly industry newsletter that goes out to international tour operators, tourism partners, anyone that wants to receive them, in February our recent one whats new, Ancient Wayves wins best Tourism Experience. Visitor favorite- Goosenecks State Park. Following a suggestion from board member Daryl, the marketing agency, Brand Revolt, is developing a small campaign encouraging visitors to complete some of their Utah Walk 250 Challenge miles in San Juan County. The campaign will involve people submitting photos of themselves at recognizable spots on local trails to receive branded items, and it will also suggest trails that offer specific mileage.

- **International Opt-ins:** International Opt-ins with UOT these are international opt-ins that we've done with the Utah Office of Tourism. We do special marketing projects in some of different countries that the Utah Office of Tourism has in country marketing representation in. So if we were to just go in on our own and try to do any of these things it would be much more expensive and much less effective. But we do this as a group with the Utah Office of Tourism and a few other counties that opt in. And so we get a discounted rate. The Utah Office of Tourism is putting in a larger amount of money. So it's kind of a bigger buy.
- **FAM Tour Report:** Allison Yamamoto-Sparks talks about previous FAMs one being back in 2023 a surprise one came through hosted a FAM. I believe the person was doing a Mighty Five story. He was doing a Dutch Travel Magazine and he gathered so much additional information. He wrote a six or eight page story on Trail of the Ancients. Four or Five journalists came out in June 2025 to do a press trip, sometimes it takes a long time to see an article come out, sometimes even up to a year. We hosted a FAM back in September Ed Finn (Virgin Media & Sunshine Radio) out of Ireland. We hosted an India Reverse sales mission which was a success. You get a lot more contact agents. We brought 11 participants to this area to give them a really great experience to see San Juan County
- **Upcoming FAMs:** Several FAM tours are scheduled, including one with American Trails magazine in April, which will feature 15-to-20-page articles and photos introducing the area through interviews with local people. Other upcoming FAMs include an India media fam, a Birdley influencer fam, and a France Kellifun fam.
- **Brochure Request Data and Tourism Trends:** Cortney Yazzie presented the brochure report, detailing the top 10 states and countries requesting information. The total number of requests for 2025 was 3,462, and year-to-date in January the number was approximately 590. Canada remains the number one international country requesting information, despite decreased visitation and spending.

Attendees discussed current tourism trends:

- Bill Haven is feeling optimistic this year opening for the season for his business, he states it seems more people have more cash to spend due to others in the winter staying longer than one day, over the years.
- Derryl Jack commented on the American 250 experience, the highlight for Monticello the history of Native Americans to the signing of the Declaration of Independence on the second and third of July.
- Dallin Tait says his future is looking good for the upcoming season. Dallin states his business is opening up a new resort this spring in Blanding. And he also said Wild Expeditions is up for sale.
- Jennifer Davila says she is looking forward to the season and that March looks great to “Kick off Tourism Season.”
- Erin Nelson, our new board member, says she's the new Bluff town representative. She says Bluff town council had three or their five council members change this year. There are going to be increased focus on businesses that the new Mayor in Bluff is focused on reaching out to local businesses about issues they're experiencing. The town of Bluff does

a lot of promotion and collaboration with the county. Erin Nelson has seen an increase in her business for January and February so far, she saw an increase last year versus prior.

- Kaden Kullow states not too many updates for Monticello, they have got a new mayor and two new council members as well. Kaden has talked to one of the hotels in Monticello and they're reporting their numbers have been up from last year, but they're not too sure if it's because they have been in business longer than there were the year before.
- Ben Muhlestein says they're trying to work on a few events right now in Blanding for the fourth of July. Ben is working on hopefully having some things come out on social media to help push this year and make it a bigger year for the fourth of July. Ben also said they're building a new trail at the fourth reservoir and a new walking path that is being constructed through April, maybe into May but should be done by June.

The meeting concluded with Allison's final updates.

2026 Meeting Dates:

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