



TOURISM TAX ADVISORY BOARD MEETING
117 South Main Street, Monticello, Utah 84535. Commission Chambers
May 19, 2025 at 3:00 PM

AGENDA

The public will be able to view the meeting on San Juan County's Facebook live and Youtube channel

1. Meeting Log-in info:
<https://us06web.zoom.us/j/89680599866?pwd=7ErbG7LaFaUVkKkaadymS6HUtNeibr.1>

Meeting ID: 896 8059 9866

Passcode: 840059

CALL TO ORDER

ADOPTION OF AGENDA

APPROVAL OF MINUTES

2. Meeting Minutes from February 24, 2025

PUBLIC COMMENT

PRESENTATIONS

3. A. Datafy Presentation (Sydnie Furton)
Sydnie will provide an overview of Datafy and the types of visitor behavior and information we're able to track with their software.
- B. Brand Revolt Presentation (Formerly Relic Agency)
Members from the Brand Revolt team who work on San Juan County's account will present their marketing proposal for the 25-26 Co-op Marketing Grant.
- C. Visitor Services Manager Report- Allison
VisaVue
FAM Tours- past & upcoming
Social Media- YTD & Goals
Ads & Digital
- D. Office Manager Report- Nate
Travel Guide Distribution- YTD

Domestic and International requests
Distribution of Travel Guides, See and Do Guides to businesses

DISCUSSION & ACTION ITEMS

4. 2025/2026 Co-op Marketing Grant Application (ACTION)

REPORTS

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

FUTURE AGENDA ITEMS

Next Meeting Date:

6. Monday, August 11, 2025 from 3:00-5:00pm (Need to reschedule)

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
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.