

**MINUTES OF THE  
TOURISM TASK FORCE**

Monday, October 3, 2005 – 10:00 a.m. – Room W125 House Building

**Members Present:**

Sen. Scott K. Jenkins, Senate Chair  
Sen. Patrice Arent  
Sen. D. Chris Buttars  
Sen. Karen Hale  
Rep. DeMar "Bud" Bowman  
Rep. Bradley T. Johnson  
Rep. Steven R. Mascaro  
Rep. Karen W. Morgan  
Rep. Ross I. Romero  
Rep. LaWanna "Lou" Shurtliff  
Rep. Peggy Wallace

**Members Absent:**

Sen. Beverly Evans  
Rep. J. Stuart Adams, House Chair  
Rep. Sheryl L. Allen

**Staff Present:**

Mr. Arthur L. Hunsaker, Policy Analyst  
Mr. James L. Wilson, Associate General Counsel  
Ms. Glenda S. Whitney, Legislative Secretary

**Note:** A list of others present, copy of related materials, and an audio recording of the meeting can be found at [www.le.utah.gov](http://www.le.utah.gov).

**1. Task Force Business**

Chair Jenkins called the meeting to order at 10:09 a.m. Rep. Adams and Rep. Allen were excused from attending the meeting.

**MOTION:** Sen. Arent moved to approve the minutes of the September 19, 2005 meeting. The motion passed unanimously, with Rep. Mascaro and Rep. Wallace absent for the vote.

**2. Earmarking Taxes**

Mr. Hunsaker introduced the issue of earmarking taxes and reviewed handouts distributed in the mailing packet.

Mr. Brent Gardner, Executive Director, Utah Association of Counties, distributed a copy and gave a power point presentation "Tourism Issues" and reviewed policy as applied to municipalities. He identified the municipalities, counties, and cities that impose a TRT (Transient Room Tax) and asked for flexibility in regulating earmarking. He indicated that the statute in place is workable.

Mr. Des Barker, Utah Tourism Industry Coalition, discussed the discrepancy of earmarkings on tourism.

Ms. Melva Sine, Utah Restaurant Association, expressed concern that taxes are used to build county facilities and convention centers and then these facilities are frequently used for private functions such as weddings.

Mr. Michael Jensen, Salt Lake County Council, commented on the county's TRT and indicated that the Council has no issue with earmarking.

**3. Tourism Promotion - Definition**

Mr. Hunsaker introduced the issue of tourism promotion and reviewed handouts distributed in the mailing packet. He distributed and reviewed recommendations from the report "Auditor General's Twenty-seventh Annual Report to the Utah Legislature" that suggested clarifying intent and language within the tourism tax sections of the Utah Code.

Mr. Wilson explained the tax sections of the code regarding TRT and TRCC (Tourism, Recreation, Cultural, and Convention Facilities) taxes.

Ms. Tracie Cayford, Utah Office of Tourism, commented that the Office of Tourism is in the process of working on a mission statement indicating that all marketing funds are to be spent on attracting out-of-state visitors.

#### **4. Reporting County Use of TRT and TRCC Tax Revenues to the Legislature**

Mr. Wilson distributed a handout "Issue: Reporting Use of TRT and TRCC Tax Revenues to the Legislature" and reviewed historical background on TRT and TRCC tax revenues.

Mr. Gardner responded to questions regarding this issue.

#### **5. Task Force Business**

Chair Jenkins asked for recommendations to be discussed at future task force meetings.

Rep. Johnson suggested adding a division of state parks representative on the tourism performance board.

Sen. Hale asked that Ms. Leigh Von Der Esch report on concerns related to modifying the present make-up of the board. Also, she requested that the Task Force invite W Communications to make a presentation on its marketing program for branding the State of Utah.

Mr. Wilson noted that the Motion Picture Incentives report is scheduled for the next Task Force meeting.

Sen. Buttars suggested discussing the use of public buildings for private use, such as weddings.

Chair Jenkins indicated that the next meetings of the task force were scheduled for Monday, October 17, 2005 at 1:00 p.m. and Monday, October 31, 2005 at 10:00 a.m.

#### **6. Adjourn**

**MOTION:** Rep. Bowman moved to adjourn the meeting. The motion passed unanimously with Sen. Hale absent for the vote. Chair Jenkins adjourned the meeting at 12:06 p.m.