



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

Held at the Grand County Commission Chambers
125 E Center Street
Moab, Utah 84532

[Video Recording](#)

MINUTES
November 8th, 2022 3:00 pm

****Time stamps correspond to the video****

Members in Attendance: Jenny Gleason (chair), August Granath, Jason Taylor, Sharon Kienzle, Alex Borichevsky, Laici Shumway, Mary McGann

Members in Attendance Remotely: Brian Hunnings, Kalen Jones, Daniel Loveridge

Members not in Attendance:

Also Present: Robert Riberia (Moab Area Travel Council (MATC)), Bega Metzner (Moab to Monument Valley Film Commission), Ben Alter (Grand County Economic Development (GCED)), Rachel Bartlett (GCED), Dave Williams (Utah Office of Tourism (UOT)), Ben Cook (UOT), Jody Blaney (UOT), Chris Baird (Grand County Strategic Development), Maddie Logowitz (Grand County Active Transportation and Trails (GCATT))

Welcome Call to Order Chair Gleason

Conflicts of Interest, disclosures, ex-parte communication (None at this time)

Citizens to -be- heard (None at this time)

Introductions

Presentations, if any

00:03:22

Dave Williams, UOT

00:04:11

{Attached "Moab Area Travel Council Advisory Board..."}

August Granath, Economic Development Director

00:28:16

{Attached "Economic Development"}

- Past TRT Expenditure Reporting
- EDD Reserve Status
- 2023 EDD Strategy

Discussion and Action Items:

Approval of minutes from September 13th and October 12th meetings.

00:34:09

Sharon moved to approve the September 13th minutes. Jason seconded. No discussion. Passed unanimously with Laici abstaining. Sharon moved to approve the October 12th minutes. Alex seconded. No discussion. Passed unanimously with Laici abstaining.

Discussion of 2023 TRT Expenditures

Discussion and potential amendment of List of Prioritized 2023 TRT and TRCCA expenditures

00:35:23

{Attached "Transient Room Tax..."}

{Attached "Grand County - Total TRT Reserves"}

{Attached "Grand County - Caselle Advantage Budget..."}

August reviewed the current budget proposal with TCAB with some internal discussion including visitor tracking, film, the airport, data tracking, marketing, etc. Maddie gave a brief presentation on the Moab Trail Ambassador program and the budget priorities of GCATT.

Laici moved to amend the List of Prioritized Expenditures to add support to the film commission via the economic diversification fund or outside partnerships, to increase the "steady drip" marketing account from the reserves, and to reprioritize consistent and strategic marketing over the strategic plan. Daniel seconded. No discussion. Passed unanimously.