



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

Held at the Grand County Commission Chambers

125 E Center Street

Moab, Utah 84532

[Video Recording](#)

MINUTES

December 13th, 2022 3:00 pm

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

Members in Attendance: August Granath, Mary McGann

Members in Attendance Remotely: Jenny Gleason (chair), Brian Hunnings, Kalen Jones, Alex Borichevsky, Laici Shumway

Members not in Attendance: Jason Taylor, Daniel Loveridge, Sharon Kienzle

Also Present: Robert Riberia (Moab Area Travel Council (MATC)), Melissa Stocks (MATC), Bega Metzner (Moab to Monument Valley Film Commission), Ben Alter (Grand County Economic Development (GCED)), Rachel Bartlett (GCED), Mark Stevenett (Love Communications), Adelaide Simpson (Love Communications), Hannah Saunders (Love Communications), Megan Griffin (Love Communications)

Welcome

Introductions

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

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

Presentations, if any

Discussion and Action Items:

Approval of November 8th meeting minutes

00:06:03

Laici moved to approve the November 8th minutes. Brian seconded. No discussion. Passed unanimously.

Interviews for Travel Council Advisory Board positions expiring 12.31.22

- TRCCA/TRT Paying Business - Jason Taylor (TRCCA via car/ohv rentals)
- TRCCA/TRT Paying Business - Daniel Loveridge (TRT)
- Non-TRCCA/TRT Paying Business/Entity - Jenny Gleason

Lori McFarland, Outfitter - High Point Hummer

00:08:47

Jenny Gleason, Director of Sales and Marketing - Redtail Air

00:16:52

Fall 2022 Marketing Update - Love Communications

00:21:56

{Attached "Discover Moab 2022/23"}

2023 Budget Update - EDD Director August Granath

- **Summary of changes to 2023 TRT/TRCCA funded activities following the Grand County Commission's consideration of the TCAB's prioritized list of expenditures.**

00:58:36

{Attached "November 10, 2022..."}

{Attached "Revised Position Request..."}

After reviewing the budget requests and amendments for 2023, Laici asked for clarification regarding the marketing campaigns. Mary stated the reduction in potentially allocated funds for marketing was a result of the observed visitor trends for 2022. Laici requested information regarding what the Commission's target is for sustainable tourism. Mary answered that currently the Commission is pursuing several studies including water and housing to determine that value.