



## REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Video Recording](#)

### MINUTES

January 10th, 2023 3:00 pm

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

**Members in Attendance:** August Granath, Mary McGann, Brian Hunnings, Laici Shumway, Alex Borichevsky, Sharon Kienzle

**Members in Attendance Remotely:** Kalen Jones

**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), Stephen Stocks (Grand County Attorney), Hannah Saunders (Love Communications), Mark Stevenett (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 December 13th meeting minutes**

00:04:09

Brian moved to approve the December 13th minutes. Alex seconded. No discussion. Passed unanimously.

**Interviewing applicants for Travel Council Advisory Board positions that expired 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

**Melisa Jeffers, Business Founder and CEO, Attorney (Non-TRCCA/TRT Paying Business/Entity)**

00:06:16

**Rebecca Monceaux, Homewood Suites, Hampton Inn (TRCCA/TRT Paying Business)**

00:17:59

**Howard Trenholme, Red Rock Bakery & Cafe, Rocky Mountaineer (TRCCA Paying Business)**

00:24:45

### **Consideration and nomination of applicants to fill Travel Council Advisory Board positions that expired 12.31.22**

00:38:49

Sharon motioned to nominate Jenny Gleason. Alex seconded. No discussion. Passed unanimously. Sharon motioned to nominate Lori McFarland. Brian seconded. No discussion. Passed unanimously. Sharon motioned to nominate Howard Trenholme. Laici seconded. No discussion. Passed unanimously.

### **Consideration and approval of two members to the ad-hoc Special and Community Event Grants 2023 evaluation committee**

{Attached "AGENDA SUMMARY"}

00:45:13

Brian motioned to appoint Sharon and Laici to the ad-hoc Special and Community Event Grants 2023 evaluation committee. Alex seconded. No discussion. Approved unanimously.

### **Review of Travel Council Advisory Board bylaws**

{Attached "MOAB AREA TRAVEL COUNCIL ADVISORY BOARD BYLAWS"}

00:50:21

TCAB reviewed the existing bylaws and proposed the following changes:

- updating the term "County Council" to "County Commission"
- addressing the term length for board members specifically to allow for the expiration dates of the new board members to be staggered
- adding a member representing the Canyonlands Natural History Association (CNHA) to the Memberships section
- clarifying the term quorum with respect to TCAB
- removing the "two-thirds majority" language
- removing the requirement for a motion in order to adjourn a meeting
- removing gender-specificity from the term "Chairman"
- adding the ability to attend meetings electronically with no notification or quorum present at the anchor location
- removing the requirement to be present for at least  $\frac{3}{4}$  of a meeting to be counted as "present"
- clarifying that the staff belongs to the Economic Development Department

### **Review of Travel Council Advisory Board 2023 meeting schedule**

01:03:27

### **Review of Economic Development Department 2023 tourism marketing programs to be created and/or implemented**

{Attached "Review of Economic Development Department 2023 tourism..."}

01:04:12

August and Love Communications reviewed the planned 2023 marketing programs. In addition, TCAB discussed potentially promoting winter travel to Moab and the return of the Horizon film project.

### **Discussion of future agenda items**

{Attached "Review of Economic Development Department 2023 tourism..."}

01:35:03