



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Screen Recording](#) | [Room Recording](#)

MINUTES February 14th, 2023 | 3:00 PM

****Time stamps correspond to the videos****

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

Members in Attendance Remotely: Lori McFarland, Rebecca Monceaux, Kalen Jones

Also Present: Ben Alter (Grand County Economic Development (GCED)), Melissa Stocks (Moab Area Travel Council (MATC))

Welcome

00:00:00

Introductions

00:00:50

Conflicts of Interest, disclosures, ex-parte communication

00:02:15 - None at this time

Citizens to -be- heard

00:02:30 - Howard Trenholme

Presentations, if any

00:04:15 - Melissa Stocks, IITA Conference

- Melissa discussed her representation of Moab at the 2023 IITA Conference and what topics are of discussion for vendors, including sustainable tourism, rethinking marketing to remote workers, and competition with other visitation markets for international travelers post-pandemic.

00:07:00 - August Granath, State Legislative Update - TRT and TRCCA Amendments - HB416 and HB417

- August discussed the implications of proposed state legislation House Bill 416 (HB416), Grand County's lobbying efforts against the bill, and the outlook of the legislation following its committee passage. August briefly discussed HB417 which originated in Piute County. Laici asked for clarification on the implications of HB417 and August clarified that the bill, if passed as drafted, would take effect state-wide. Alex asked for clarification on the sunset date HB416 aims to eliminate and August clarified that, while the original sunset date for diversification spending in Grand County was July 1st of 2026, HB416 proposed moving that date to July 1st of 2023. Alex asked where those diversification funds would have to be spent and August replied that the funds would return to the "establish and promote tourism" section of the tax code. Members also discussed Representative Lyman's suggestion that tourism tax dollars could be used to

fund Grand County's Small Business Development Center, which August noted was contrary to the Utah Tourism Industry Association's (UTIA) reading of the tax code. August added that UTIA is eager to provide clarity on what transient room tax (TRT) can and cannot be used for. Board members discussed the possibility of future changes to the TRT code and the purported consensus among legislators that tourism mitigation and economic diversification are needed in gateway communities such as Moab. Alex inquired as to the motivation for HB416's proposal and August discussed numerous sources of possible motivation. Laici further discussed UTIA's desire to create a dialogue with Grand County regarding TRT usage and August discussed his desire to see robust economic development strategic planning in the future. Members further discussed what TRCCA currently funds in Grand County. Jenny asked how board members could support August's office post-passage of HB416. August and Mary both discussed how that would become apparent during more extensive upcoming budget discussions.

Discussion and Action Items:

Consideration and potential approval of January 10th meeting minutes

00:21:55

Sharon made a motion to approve the January 10th, 2023 TCAB meeting minutes. Brian seconded the motion. No discussion. **Passed unanimously.**

Election of board Chair

00:22:15

August invited members to nominate a Chair to TCAB. Sharon made a motion to nominate Jenny for the position of Chair of TCAB. Brian seconded the motion. No discussion. **Passed unanimously.**

Election of board Vice Chair

00:24:00

August invited members to nominate a Vice Chair to TCAB. Sharon made a motion to nominate Lori for the position of Vice Chair of TCAB. Jenny seconded the motion. No discussion. **Passed unanimously.**

At this point, Jenny took leadership of the meeting as Chair of TCAB.

Consideration of revisions to bylaws

00:26:10

Ben discussed the Grand County Commission Administration's intent to create a basic template for boards to create their bylaws in accordance with and suggested that TCAB postpone any action on revising its bylaws until this is completed. He added that members could still use the time to propose changes to the bylaws. Kalen discussed proposed changes he had made to the bylaws in order to clarify the board's obligation within state law. He suggested incorporating language adding that the body would advise over the Moab to Monument Valley Film Commission following its incorporation within Grand County in 2022. He and August briefly discussed TRT code. Lori asked if the board bylaws would need to be changed following HB417's

change of applicable uses for TRCCA. August replied that this would not need to be memorialized within the board's bylaws. Ben discussed other suggestions for clarification that Kalen had made. Kalen questioned if TCAB's statutory duties warranted the use of emergency meetings which is allowed for in the bylaws' current edition. Ben replied that this was likely unnecessary and would confirm so with the Grand County Commission Administration. Lori asked if the Grand County Attorney needed to review proposed changes to board bylaws. August replied that all TCAB's recommendations would be reviewed by the attorney before going before the county commission for final approval.

Sharon made a motion to postpone the item, "Consideration of revisions to bylaws." Alex seconded. No discussion. **Passed unanimously.**

Update on The Grand Summit

00:35:25

Ben discussed the upcoming Grand Summit event on March 1st, 2023 and shared the Grand Summit website, <https://www.grandsummitmoab.com/>, with the board. He discussed sponsorships to date, the summit's focus, agenda, and speakers, and the change in event name from "Canyonlands Business Summit" to "The Grand Summit." He encouraged board members to get in touch with him regarding summit sponsorship and/or attendance.

Update on Love Communications contract

00:41:25

August explained that Grand County's contract with Love Communications had expired at the end of 2022 and that his office was now undertaking the required bidding process. August expressed his satisfaction with Love Communications' recent work. He added that, prior to the contract's expiration, his office and Love Communications had discussed strategy and spending for 2023's fly-in, drive-in, and Arches National Park Timed Entry campaigns and that these would be the focus of The Grand Summit event, "Re-Discover Moab." Jenny asked when the advertising agency request for proposals (RFP) was issued. August replied that it had been issued a week prior and was nearing its deadline. Alex asked how the media agency is selected following the RFP process. August explained that a scoring committee composed of himself, the clerk auditor, and commission administration members ranked the proposals but, ultimately, the Grand County Commission would decide. Lori asked how TCAB helps to create the county's tourism promotion budget. August explained that the board and his office would work together to create a proposal that would then go before the county commission for final approval. He discussed future advertising strategies and spending for board members to consider, including the state's cooperative ("co-op") marketing grant. August clarified for the board the anticipated timeline for the county commission to approve of a new marketing agency.

Consideration of future agenda items

00:49:00

Sharon proposed a future agenda item concerning changes to this 2023' timed entry pilot at Arches National Park. The board discussed the possibility of having National Park Service employees present to TCAB. Laici suggested future board meetings feature board member reports which were once part of TCAB meetings. Jenny requested an update on the happenings

of the Moab to Monument Valley Film Commission, noting Bega Metzner's eagerness to report on her work to the board. August discussed his future goal of bringing to the board a consistent statistics update on TRT expenditures and visitation data, noting that this work may be contracted out. Lori voiced her support for data-driven decision-making and thanked August for his pursuit of those reports. Sharon asked if TCAB could invite a Utah State Parks representative to present on the progress of Utahrapator State Park. Mary discussed a current appropriation proposal for the park and that representatives would likely be available to present to TCAB following the state legislative session. Sharon and Laici raised the public land improvements occurring throughout the region and suggested a presentation from land managers including the Forest Service and Bureau of Land Management. Laici added that she would like to see TCAB gain a better understanding of when public comment periods will open for certain regional projects so that the board could better communicate these periods to the public.

Adjourn

00:55:30

Jenny adjourned the meeting.