



## REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Recording](#)

MINUTES  
May 9th, 2023 | 3:00 PM

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

**Members in Attendance:** Jenny Gleason, August Granath, Mary McGann, Lori McFarland, Brian Hunnings, Laici Shumway

**Members in Attendance Remotely:** Rebecca Monceaux

**Also Present:** Ben Alter (Grand County Economic Development (GCED)), Melissa Stocks (Moab Area Travel Council (MATC)), Chris Barish (Strategic Development Director and Budget Officer (GCED)), Bega Metzger (Film Commissioner)

**Call to Order - 3:00 PM**

00:05:10

### Opening Items:

- **Welcome**  
00:05:30
- **Introductions**  
00:06:40
- **Conflicts of Interest, disclosures, ex-parte communication**  
00:07:51, none at this time
- **Citizens to -be- heard**  
00:08:00, none at this time
- **Presentations, if any**  
00:08:05, none at this time

### Discussion and Action Items:

#### A. Approval of April 11, 2023 Meeting Minutes

00:08:14

Amendment Requested by Brian Hunnings:  
Missing from Members in Attendance.

**Brian Hunnings made a motion to approve the April 11, 2023 Meeting Minutes with amendment requested.**

**Lori McFarland seconds the motion. No discussion. Passed unanimously.**

**Jenny Gleason - approved**  
**Lori McFarland- approved**  
**Brian Hunnings - approved**  
**Rebecca Monceaux- approved**

## **B. Board Member Reports**

00:09:35

Board members discussed their respective businesses' operations and outlooks, with many reporting a year-over-year downturn in business.

Lori McFarland - April was soft.

Brian Hunnings - April was ok. They were below occupancy but higher in ADR and had challenges with rising river and water levels which caused some issues with the lodge. There were people, horses and cows washing down the river. A tree floating down the river hit our dock and broke it in half. Other than that, May is looking good. Summer remains a little soft, but overall it's looking good.

Rebecca Monceaux - Agrees with Brian. We are starting to see a better pickup than the soft spring we were experiencing. Rates are stretched a bit through the market, but the season seems softer than last year. I am anticipating May and June to be better than April.

Jenny Gleason - Redtail is down from last year in April and flat from 2019.

Reporting on the Airport Board and Contour Air as well as status update on the EAS Update.

SkyWest is pulling out of Moab Airport and over 30 markets nationwide due to the pilot shortage. Grand County opened up an RFP Request, 2 bids were submitted: Boutique Air and Contour Airlines. Boutique Air offered 3 flights a day @ 9 seats to Denver. Contour Airlines 30 passenger jet to and from Phoenix. Airport Board recommended Contour Airlines to the Commission. That is what we are going ahead with. Contour said they could start October 1, 2023. The Airport Board has asked Contour Airlines if they could also consider connections through Salt Lake City and Denver as those are our top markets and Phoenix is currently number 8. They are going to try but it is difficult to get gate space at these 2 airports. We would be able to retain TSA with Contour Airlines. Delta and United have October and November flights for sale at the moment. No one knows what is going to happen with the cancellation of any of these flights at the moment. We are hoping that SkyWest will fulfill their contract. They are supposed to stay in service until another airline takes over service. Contour Airlines can take over starting October 1, 2023.

August Granath -

RFP for Strategic Planning is live. It closes on Friday. We will be seeing proposals early next week. The scoring committee will be Jenny Gleason, Mellissa Stokes, Chris Barish, myself and Bill Winfield from the Commission.

The Writers Guild of America went on strike this month. A statement was provided by the UT Film Commission stating *'at this time we dont know of any UT production that is affected by the writer's strike, the strike will mostly affect television and development as well as talk shows and television shows which are not currently filmed in Utah.'*

Commercials don't usually fall under the same rules and the bread and butter here are commercials which are continuing. The projects that tend to come here have already been written.

Community Survey - To get feedback on the balance of the EDD Funding that needs to be dispersed before July 1, 2023. We have sent out the survey to the community to get input.

### **C. Post HB416 Budget Review**

00:19:00

**Additionally available TRT funds that would have been spent on Economic Diversification activities need to be re-budgeted.** Based on the changes to the law mid-years, this amount is now eligible to be re-budgeted back to establish and promote the tourism activity category.

- Based on July - December 2022 total TRT revenues = \$3,901,380.58\*
  - $\$3,901,380.58 * 37\%$  for 'establish and promote' uses = \$1,443,510.82
  - $\$1,443,510.82 * \frac{1}{3}$  = \$481,169.79 previously budgeted for diversification

*\*The assumption is that the second half of last year will be matched this year. We are not currently on track for matching last year due to the long winter. If we have 0% growth we can expect these numbers in 2023.*

### **Budget Increases**

16-4820-210-000. Travel | \$9,000 -> \$11,750 (+ \$2,750)

- Add a TCAB board member to attend the Utah Tourism Conference
- Add a EDD staff person to attend the Outdoor Recreation Summit

16-4820-310-000. Professional Services | \$168,927.52 -> \$171,027.52 (+ \$2,100)

- Changing to a new email server
- Addressing total costs of Wander Maps
- Adding website hosting and domain costs

16-4820-330-000. Memberships | \$4,100 -> \$7,650 (+ \$3,550)

- Add Global Sustainable Tourism Council
- Add National Tour Association
- Add Leave No Trace

16-4820-870-000. Earned Media | \$4,096 -> \$15,000 (+ \$10,904)

- Increase budget per Melissa Stock's request

16-4820-880-000. Owned Media | \$40,000 -> \$49,500 (+ \$9,500)

- Additional projects, and covering unbudgeted but contracted expenses

- 16-4820-900-000. Travel Trade Shows | \$13,500 -> \$18,250 (+ \$4,750)

- Melissa Stock's request to cover increased costs

16-4820-810-000. MIC Contribution | \$50,000 -> \$55,375 (+ \$5,375)

- Update to reflect actual costs associated with the MIC contract that was signed at the end of 2022.

- 16-4820-910-000. International Sales Missions | \$7,000 -> \$10,000 (+ \$3000)

- Melissa Stock's request to cover increased costs

- 16-4820-980-000. Visitor Education | \$0 -> \$200 (+ \$200)

- Passed by Commission - Grand County Fair | \$0 -> \$50,000

- EDD General Office Costs paid out of Economic Diversification accounts | \$0 -> \$48,545

### **Budget Decreases**

16-4820-830-000. MOAB! Grant | \$40,000 -> \$0 (- \$40,000)

- Given the low engagement in this program in 2022 and being currently understaffed, it is unlikely that we will develop this program this year. We need to balance costs somewhere.

16-4820-990-001 Creative Services | \$100,000 -> \$95,000 (- \$5,000)

- Cut \$5,000 from Branding expenses.

16-4820-990-003. Website Costs | \$10,000 -> \$0

- Not anticipating to need this expense this year.

### **Increases to to be considered today**

16-4820-860-000. Paid Media | \$504,400 -> \$819,191 (+ \$314,791)

- Additional \$76,791 out of TRT for the Fly Market Campaign due to information we received from UOT regarding a past grant that was never spent due to COVID. Rather than returning money, they are just not awarding us as much from the last cycle.

- Max additional 200k for the Summer Campaign

- \$40k additional International Marketing Dollars per Melissa Stock's request

16-4820-840-000. Data | \$31,000 -> \$111,700 (+ \$80,700)

- Max cost associated with the "better" package proposed by Adam Whalen.

## **C1. PRESENTATION & DISCUSSION: Summer Marketing Campaign 2023**

00:36:00

{Attached "INCLUDE LOVE'S PRESENTATION HERE"}

\$100K has been approved to spend on the Summer campaign, which has started.

\$200K campaign option adds the below to the currently approved \$100K campaign:

- + Fly markets such as Chicago, San Francisco, NYC, Houston, Seattle and Los Angeles.
- + Longer flight for native storytelling

\$300K campaign option adds the below to the currently approved \$100K campaign:

- + Fly markets such as Chicago, San Francisco, NYC, Houston, Seattle and Los Angeles.
- + Display and Native partner stretch to cover September and have stronger footing in targeted markets.
- + Connected TV tactic leveraging new Dark Skies video content to two regional markets we have been nurturing through past Fly campaign messaging. Main goal of CTV is to inspire awareness and consideration of travel to Moab with the beautiful visual story. Retarget exposed HH's with display to bring them to the campaign landing page.

Discussion explored: How these dynamic campaigns direct and educate the audience; audience segmentation data; ROI vs. Moab awareness strategy; metrics and KPIs used beyond ROI; fly vs. drive markets; booking window history and current data; demographics of spenders and booking windows.

Request for audience segmentation data and additional metrics to be shared with the TCAB. Love will follow up to share this information.

**Mary McGann - Makes a motion to recommend to the County Commission to increase the budget spend from \$100K to \$300K for a summer campaign through the end of August.**

**Brian Hunnings - seconds motion. No discussion. Passed unanimously.**

**Jenny Gleason - votes in favor**

**Lori McFarland - votes in favor**

**Laici Shumway - votes in favor**

**Rebecca Monceaux - votes in favor**

## **C2. PRESENTATION & DISCUSSION: Data Source and Dashboard Upgrades**

{Attached Love Data Proposal}

01:17:00

Data subscription proposal recommendations Options 1-3 include:

- Lodging metrics
- Short-Term Rentals metrics
- Spend data for residents and non-residents
- Mobile Visitation/Event Tracking

- Website data
- Social Media data and presence
- Marketing data
- Offline data in a dashboard ecosystem
- Dashboard Solutions to include Public Data Access

Love Suggestion: Offline Data Dashboard Solutions

Preferred vendor: Symphony - focused on Economic Development. They aggregate information and provide different levels of data to both public and internal users.

Not included in the proposal is Survey Data.

Option #1 Good - \$64,200

The most basic package of the various data sources that Grand County will need to subscribe to in order to complete a robust tracking package.

Option #2 Better - \$78,700

Everything included in option #1, but with additional bells and whistles that will provide more value to stakeholders and the community.

Option #3 Best - \$111,700

The most optimal package that capitalizes on the latest technologies available in the tourism industry for measuring community health.

Discussion explored: Who will have access to the data and what amount of data - how is this managed; opportunities to share monthly data updates with the community; This data category includes \$31K, the spend above this number will come out of forecasted revenues. Nothing will be cut to opt for the maximum option.

**Lori McFarland- Makes a motion to go for the premium data package (Option #3 Best)**

**Mary McGann - seconds motion. No discussion. Passed unanimously.**

**Jenny Gleason - votes in favor**

**Lori McFarland - votes in favor**

**Laici Shumway - votes in favor**

**Brian Hunnings - votes in favor**

**Rebecca Monceaux - votes in favor**

## **D. Business Responsible Education Program**

### **E. UPDATE: UOT CO-OP 2023**

{Attached: Request for Bids: Web-Based Responsible Recreation Education Platform and Video Series for Moab, Grand County, Utah}

01:37:20

No action required. Update on this program provided by Ana Sprout, Grand County Responsible Recreation Coordinator.

#### Background:

Grand County's Active Transportation and Trails Department (GCATT) and Grand County's Economic Development Department (EDD) have partnered to create an inspiring media and education campaign in order to:

- 1) Educate our frontline tourism workforce to ensure a broadbase, common understanding and buy-in of "responsible recreation" best-practices for the Moab area.
- 2) Increase the quantity of visitors educated about Moab's responsible recreation practices.

This Scope of Work is relevant to the first goal of this campaign, which is focused on educating public-facing or customer service-oriented staff employed at hotels/accommodations, retailers, and restaurants, and educating the owners of these tourism-related businesses. Currently, this need is being met with a series of in-person business training sessions hosted seasonally by GCATT staff. This video series and accompanying web platform would be used as a primer for participants of the in-person training, which could then shift its focus from teaching information to techniques for communicating the information to visitors in the context of their jobs.

Upon testing this education video series with our business-oriented/workforce educational program, EDD and GCATT hope to adapt this series for a visitor-facing media campaign. This will require developing a higher budget introduction/hook video, and may require revising the video series as necessary to adapt the tone or serve a slightly different audience.

Discussion included: There is an opportunity to fund the visitor facing part of this campaign out of 2023 TRT funding or utilize next year's CO-OP Grant funding. Incentivizing businesses and staff to participate, how to accomplish that?

August Granath - Suggests having 2 applications for the CO-OP Grant to include both an advertising focused application as well as one that includes more of the Responsible Recreation content projects and possibly expanding what we are already working on with the Business Responsible Education Program.

UOT CO-OP Grant Information will be released in June. More to come in next month's meeting on this opportunity.

**F. REVIEW & CONSIDERATION: Remaining Community Events Grant Funds - \$12,500**

02:06:00

Postponed at the last meeting.

Options:

1. Assign \$12,500 to other events that applied for the Grant.
2. Divide the \$12,500 equally and disburse to the other groups that have been awarded grant funds for their events.
3. Not award the remaining \$12,500 and let the funds remain in reserves.

**Lori McFarland - Make a motion to hold the additional \$12,500 and add to reserves.**

**Brian Hunnings - Seconds the motion.** No discussion. **Passed 4 in favor, 1 opposed.**

**Jenny Gleason - opposed**

**Lori McFarland - votes in favor**

**Laici Shumway - votes in favor**

**Brian Hunnings - votes in favor**

**Rebecca Monceaux - votes in favor**

**G. Consideration Of Future Agenda Items**

Not discussed.

**Adjourn**

At 02:09:00, Jenny adjourned the meeting.