



SPECIAL MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Recording](#)

MINUTES

August 16, 2023 | 2:00 PM

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

Members in Attendance: Lori McFarland, Jenny Gleason, Mary McGann, Laici Shumway

Members in Attendance Remotely: Rebecca Monceaux, Sharon Kienzle, Brian Hunnings, Alex Borichevsky

Also Present: Bega Metzner (Moab to Monument Valley Film Commission), Robert Ribera (Economic Development), Quinn Hall (Commission Admin), Melissa Stocks (Economic Development), Sky White (Economic Development)

Call to Order - 2:00 PM

00:00:30

Opening Items:

- **Welcome**
00:01:30
- **Introductions**
00:01:30
- **Conflicts of Interest, disclosures, ex-parte communication**
00:05:03, none at this time
- **Citizens to -be- heard**
00:05:03, none at this time
- **Presentations, if any**
00:05:26, none at this time

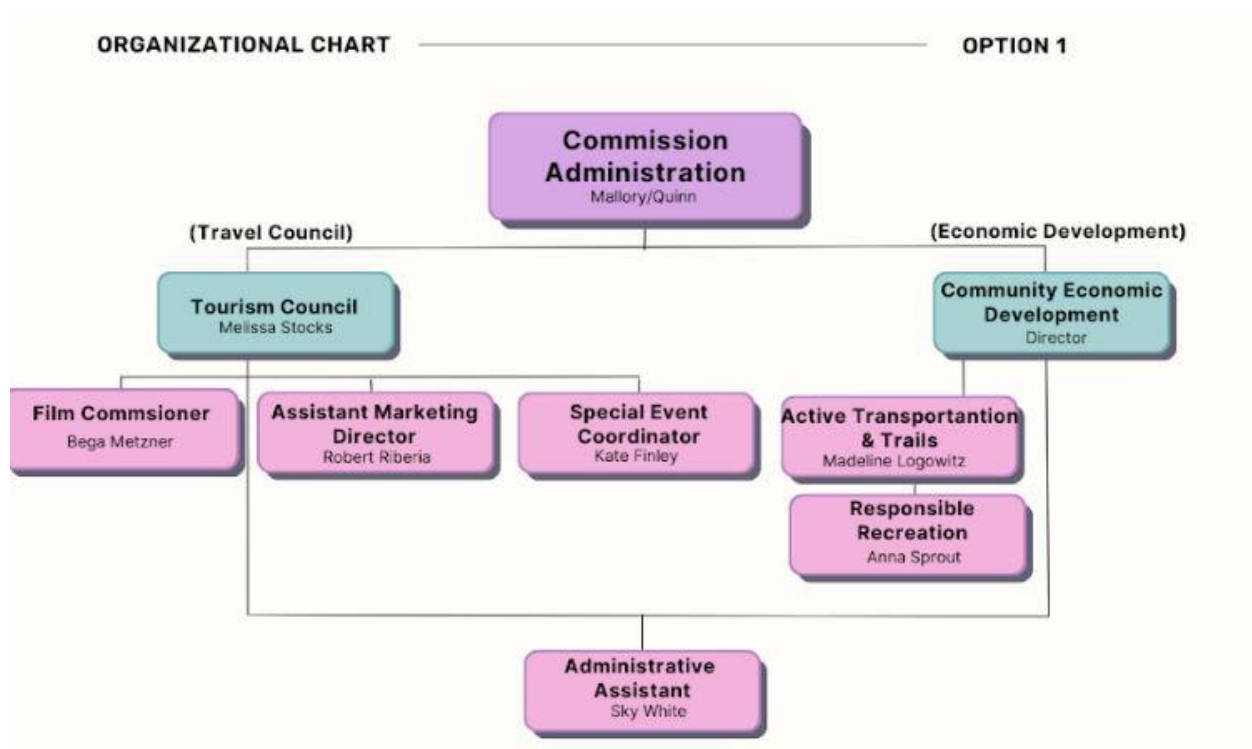
Discussion and Action Items:

A. Discuss submitting a Letter of Recommendation to the Commission regarding the organization of the Economic Development Department and Travel Council on behalf on the Moab Area Travel Council Board

00:05:26

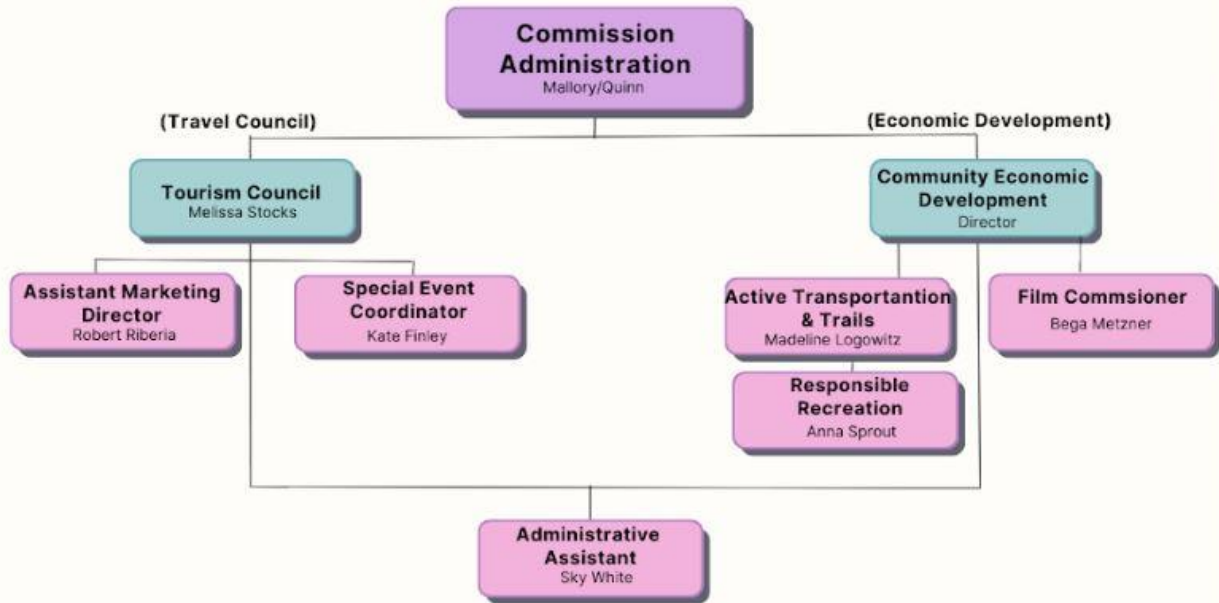
Discussion included the exploration of TRT revenue streams and how to support growth of those revenue streams as well as better allocate TRT funds used to pay for the previous EDD Director and Specialist role.

Three proposed changes to the organizational structure of the Economic Development Department were provided to the Board to begin discussion. See below:



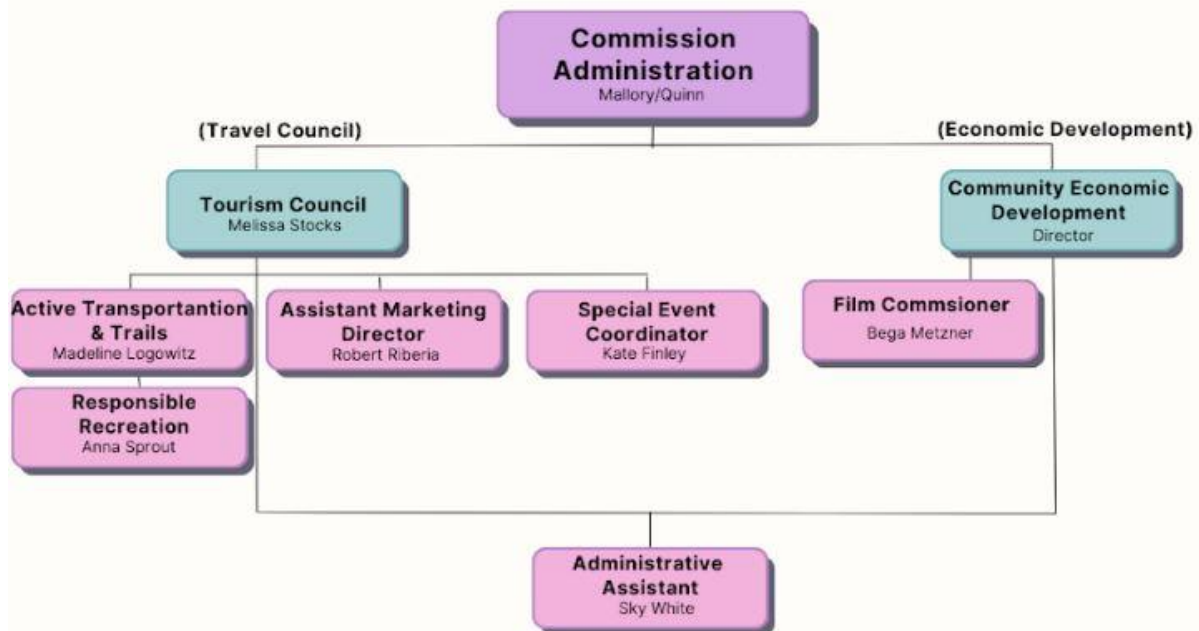
ORGANIZATIONAL CHART

OPTION 2



ORGANIZATIONAL CHART

OPTION 3



Discussion included recruiting a retired business professional to act as the Community Economic Development (currently Economic Development) Director.

Where best to include the Film Commission in the proposed org charts and how best to fund its success. Suggestion to have the Film Commission as its own department.

The historical transition of moving the Economic Development Director out of Planning and Zoning and align it with Tourism to capture the most grant opportunities and support the greater economy of Moab.

Consideration of the workload needed to successfully direct both Tourism and Economic Development. Consideration of the workload currently on the Commission Admin Department's plate.

Consensus that Tourism and Film are the economic drivers in the area. Overall concern about the drop in TRT revenue and that changes need to be made.

Suggestion to bring in interns/AmeriCorp VISTAs and hire a grant writer to support grant acquisition.

Clarification that Active Transportation & Trails is its own department and is funded by TRT. It is essential for Tourism/EDD and Active Transportation & Trails to work closely to ensure messages created and shared are universal.

The need for an Economic Development leader to support and develop the local economy in the areas of housing, childcare, etc to attract and retain a growing workforce.

Next steps: Jenny, Sharon and Lori will work on drafting a letter of recommendation on behalf of the Board.

Another Special Meeting will be held to make a motion to submit a letter of recommendation from the Board to the Commission for consideration at their September 5th, 2023 Regular Meeting.

Adjourn

At 01:17:58, Lori adjourned the meeting.