



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Recording](#)

MINUTES

September 12, 2023 | 3:00 PM

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

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

Members in Attendance Remotely: Lori McFarland

Also Present: Melissa Stocks (Economic Development), Sky White (Economic Development), Robert Riberia (Economic Development), Mimi Drozdetski (Economic Development), Bega Metzner (Moab to Monument Valley Film Commission), Quinn Hall (Commission Admin), Steve Evers (Friends of Arches and Canyonlands Parks)

Call to Order - 3:01 PM

00:01:17

Opening Items:

- **Welcome**
00:01:17
- **Introductions**
00:01:20
- **Conflicts of Interest, disclosures, ex-parte communication**
none at this time
- **Citizens to -be- heard**
none at this time
- **Presentations, if any**
none at this time

Discussion and Action Items:

A. TCAB Prioritized List Of Expenditures - 2024 Budget *[Reference Agenda Packet for supplemental information]*

00:03:30

Discussion included TRT revenues for 2024 and were estimated to stay flat, but not fall below 2019.

Significant budget priority reorganization included the below. Jenny Gleason tracked all Board recommendations and will be drafting a final priorities recommendation list that will be reviewed at the October 10th meeting.

- Community Engagement spending was clarified as being associated with Community Event Grants.
- Economic Diversification will not need to be discussed or considered as it will not be part of the 2024 Budget.
- Adding
- Move Moab Monument Film Commission salary, overhead and budget to line A as a higher priority above Responsible Recreation and add a line item for the 100 Year Utah Film Anniversary and the 75 Moab to Monument Film Commission celebrations.
- Move GCATT salary, overhead and budget spending to priority B.
- Remove Strategic Planning from budget and move Strategic Planning Branding to a lower priority.
- Move Arches Timed Entry as a top priority in Visitor Education

Film Commission discussion included the 100 year anniversary of Film in Utah and the 75th year anniversary of the Moab to Monument Film Commission. Concern was raised about competition with surrounding state's film incentives, which are much larger than what the state of Utah currently offers. 2023 budget for the Film Commission was \$147K, which includes operational costs and salary/benefits. The Board desires to increase the budget for operations in 2024.

Discussion on grants and the grant processes included uncertainty on how to access grants. New UT Grant Portal was shared with the Board.

Discussion surrounding advertising spend trends from 2018 - current and concern that current and recent advertising spend has focussed on trailhead education vs. tourism promotion. Board agrees to recommend increasing advertising spend to 2018 numbers, closer to \$2 Million, focusing on competitive and strategic marketing with the goal of driving revenue. Partnering with NPS and/or the state to access additional advertising funds was explored. Match dollars will need to be planned and budgeted for with these avenues. Google advertising opportunities were brought up.

Arches Timed Entry was discussed and whether or not the pilot program will continue. Infrastructure changes to the program can not be made until transitions from a pilot program. Timed entry's impact on tourists visiting Moab and committing to travel plans was discussed.

Concern was expressed that short-term nightly rentals are not paying the TRT taxes they should be because they are not being tracked. Assurance was given that having a Grand County business license associated with a business ensures they are paying TRT. Data dashboards rolling out will track the number of short-term and nightly rentals in the area along with additional information.

Love Communications was discussed and whether or not they are analyzing the County's needs well enough to drive tourism to Moab. Board would like to know more about why Moab numbers are down. Concern was expressed that responsible recreation advertising and education is too large of a percentage of current advertising focus and there needs to be more focus on driving tourism to Moab through our national parks, surrounding lands and film history.

Star Hall, MIC and OSTA support. Star Hall needs were discussed in detail including the HVAC system, Wifi, doors and sound system.

B. Approval of August 8th Regular Meeting Minutes, August 16th Special Meeting Minutes and August 28th Special Meeting Minutes. *[Reference Agenda Packet for supplemental information]*

00:59:06

Sharon Kienzle makes a motion to approve all August Meeting Minutes as presented to the Board for approval.

Brian Hunnings seconds the motion to approve.

No Discussion.

All in favor. Passes unanimously.

C. Board Member Reports

01:54:30

Jenny Gleason - Redtail numbers are quiet but steady and Rocky Mountaineer numbers are good.

Rebecca Monceaux - August was slow but September always picks up. October looks good.

Brian Hunnings - August was slow but better than July. Red Cliffs is not seeing a lot of domestic travelers, mostly from Europe. Activity vendors are down year over year. International travelers are trending to spend more on dining and shopping vs. activities. September and October are looking to be the best months of the year. Weather patterns look to be similar to last year.

Alex Borichevsky - Restaurants were closed in August. Sushi is up and running now and the numbers look good so far. The town seems busier this week than last. 98 opening date is TBD because we are waiting on a building permit.

Lori McFarland - Heading to UOT next week. 2023 is down year over year. Inflation is not helping. Hopefully increased spend on tourism will improve things for everyone.

Quinn Hall - New Economic Development Director, Ben Fredregill, will be starting on Monday. The spreadsheets sent out to Lori from Gabe have technical issues unless they are downloaded and opened in Excel.

Mimi Drozdetski - Introductions, background information and enthusiasm for supporting the County and it's Strategic Planning process.

Adjourn

At 01:58:05, Jenny adjourned the meeting.