



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Recording](#)

MINUTES

November 14, 2023 | 3:00 PM

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

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

Members in Attendance Remotely: None

Members not in attendance: Elissa Martin, Rebecca Monceaux

Also Present: Ben Fredregill (Economic Development), Sky White (Economic Development), Robert Riberia (Economic Development), Melissa Stocks (Economic Development), Mark Stevenett (Love Communications), TaCara DeTevis (Love Communications), Vanessa Gutierrez (Love Communications), Adam Whalen (Love Communications), Natalie Randall (UTIA)

Call to Order

00:08:40

Opening Items:

- **Welcome**
00:08:40
- **Introductions**
00:08:50
- **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. Data Dashboard - Love Communications Updates - *Love Communications*

[Reference Agenda Packet for supplemental information]

00:11:10

Discussion included:

- Data Dashboard - overview of the timeline for the project.
- EDD now has access to the majority of data included in contract.

- Symphony hosting site includes customer service team support.
- Review of KPIs measured on a monthly basis.
- Public dashboard KPIs will be less than what EDD will have access to.
- These KPIs will show the general health of the local economy, not solve everyone's problems.
- A glossary will be included for all metrics included.
- TRT will be combined with STR data.
- Placer will allow EDD to track visitation for events, certain locations and timeframes. 3 years of historical data will be available through Placer.
- NPS summary will be available for the entire US. This will allow for comparison of data sets and analysis.
- Short-term lodging KPIs include occupancy, ADR and RevPAR.
- Marketing performance and TSA data will also be available.
- Goal is to have all data live sometime in November.
- Love Communications feels the current ROI data from their 2023 campaigns show they are doing a good job bringing visitors to Moab.

B. Natalie Randall - UTIA

[Slide presentation attached to Meeting Notes]

00:44:00

Discussion included:

- Tourism Taxes include State TRT, Local TRT and TRCCA
- TRT = tax on rental of rooms and similar accommodations for stays less than 30 days.
- Tourism Tax Advisory Board is required for County's that collect TRT.
- Purpose of the Board is to make recommendations on the priorities of the use of collected TRT funds.
- 4.25% TRT - Up to 100%, but as little as 47% can be used toward promoting and establishing promotion.
- Up to 53% can be used toward projects including acquiring and operating, payments on acquired properties and mitigation (4th -6th class counties).
- TRT and TRCCA exceptions were noted.
- TRT Reports are due to the state by October 1 annually.
- Utah Legislative website can be viewed for updates on current policy and legislative action.

C. 2024 Budget Review

[Reference Agenda Packet for supplemental information]

01:07:25

Discussion included:

- Department budget has been presented to the Budget Committee twice and is available on Youtube for reference.

- Salary increases in the proposed budget reflect job description updates and associated pay grade adjustments for the Film Commission and Economic Development Program Administrator roles.
- Discussion on which accounts will fund salaries.

E. 2024 TRT/TRCCA Financial Report to the State of Utah

01:19:00

Discussion included:

- County has prepared this year's annual report. It will need to go in front of the Commission to review and approve before it is submitted to the state. This is scheduled for the 11/28/23 Commission meeting.
- Reports will be open and available to the public for review once approved.

F. Board Member Reports

01:21:00

Jenny Gleason - Redtail attended some conferences this past month and learned that Las Vegas and Florida have been down over the last year. Alaska has been up due to cruise traffic. Tons of travelers went to Europe instead of our National Parks during 2023.

Redtail acquired Moab Heli-X. The SLC and Vernal charters have started as of 10/31/23.

Lori McFarland - Highpoint is hoping for a good holiday season. There will be public comment periods coming up for the timed entry pilot in the coming weeks for citizens to give feedback.

Sharon Kienzle - MIC was without heat for a few weeks. Weekends continue to be the busiest times during the week. MIC will start to close the bathrooms at 4pm and hours will transition from 8am-4pm to 9am-4pm after Thanksgiving.

Alex Borichevsky - Sushi is doing well, busier on the weekends than during the week. Construction on 98 Center continues and will likely be completed by January 2024.

Brian Hunnings - Red Cliffs has been busy. It has picked up end-of-year retreats and holiday parties, and has booked 12 weddings for next year. Ford is now focused on their driving school and promoting Moab as a primary destination which Red Cliffs will host. Thanksgiving dinner is almost sold out. The hotel is almost booked out Tuesday - Friday for the week of Thanksgiving. Red Cliffs has obtained a permit for fireworks for next 4th of July.

Ben Fredregill - Film competition was successful. Responsible Rec and EDD are working together on CRUX filming and lining up a potential podcast strategy to go alongside. DMS reports show the Eclipse went off really well, thanks to Robert and all his work on the marketing materials. Arts and retail need more marketing attention and I plan to focus on this into the future.

Adjourn

At 01:45:00, Jenny adjourned the meeting.