



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Recording](#)

MINUTES

December 12, 2023 | 3:00 PM

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

Members in Attendance: Brian Hunnings, Alex Borichevsky, Laici Shumway, Lori McFarland

Members in Attendance Remotely: Mary McGann, Rebecca Monceaux, Sharon Kienzle

Members Not in Attendance: Jenny Gleason, Elissa Martin

Also Present: Melissa Stocks (Economic Development), Sky White (Economic Development), Bega Metzner (Moab to Monument Valley Film Commission), Quinn Hall (Commission Admin), Elsa Paltanen (Citizen-at-large), Justin Cosenza (Citizen-at-large), Adam Whalen (Love Communications), Mark Stevenett (Love Communications), Vanessa Gutierrez (Love Communications)

Call to Order - 3:01 PM

00:01:16

Opening Items:

- **Welcome**
00:01:16
- **Introductions**
00:01:35
- **Conflicts of Interest, disclosures, ex-parte communication**
00:02:50 - none at this time
- **Citizens to -be- heard**
none at this time
- **Presentations, if any**
none at this time

Discussion and Action Items:

A. Love Communications 2023 Report - Adam Whalen

[Reference Agenda Packet for supplemental information]

03:59:00

Discussion included:

- Campaign Strategies

- Goal: inspire and influence audiences to visit Moab in a variety of seasons to maximize the types of visitation that the county looks to drive long-term.
- Geos: In-state (N.UT), Out of State (Denver/Colorado Springs, Las Vegas, Boise/Idaho Falls, Phoenix, Chicago)
- Audience: 25-65, Interest targeting/competitive targeting, shoulder-season empty nesters, middle-aged camping buffs, adventure-driven planners (+timed entry).
- KPIs: Building Awareness, Generating Engagement, Driving Action.
- Overall Performance Overview: Impressions: 71M, Post Impression Rate: 0.10%, Blocking Efficiency: 0.17%, Impact Hotel Bookings: 14K.
- Top performing markets include a blend of drive and fly markets: Denver, SF, Chicago and New York.
- Fall Drive Campaign: Impressions: 23M, Post Impression Rate: 0.04%, Blocking Efficiency: 0.17%, Impact Hotel Bookings: 1.8K. \$360K spent on this campaign.
- Fly Campaign: Impressions: 18M, Post Impression Rate: 0.07%, Blocking Efficiency: 0.17%, Impact Hotel Bookings: 1.9K. \$850K spent on this campaign. Denver, Chicago and San Francisco were the highest performing.
- Summer Campaign: Impressions: 25M, Post Impression Rate: 0.15%, Enriched Hotel Bookings: 5K, Enriched Hotel Revenue: \$2.5M. \$250K spent on this campaign. People start planning for trips in the upcoming summer in Q4 the year prior and then again in Jan/Feb of the same year.
- Timed Entry Campaign: Impressions: 3.9M, Post Impression Rate: 0.39%, Paid Social Engagement Rate: 1.68%, Enriched Hotel Revenue: \$114K. \$100K spent on this campaign, more educational vs. driving visitation. Goal was to inform travelers about the Timed Entry system so they have a good experience while in the area.
- Paid Search Summary: Impressions: 844K, Click Through: 23.5%, Average Cost per Click: \$0.25. Best performance surrounded National Parks.

B. Travel Council 2023 Marketing Report - Melissa Stocks

[Reference Agenda Packet for supplemental information]

00:32:50

Discussion included:

- Arches Timed Entry public outreach
- Travel Trade Shows/State Conference: Tourism Day on the Hill, IITA, Go West, IPW, ESTO, Utah Outdoor Summit, Utah Tourism Conference.
- Updated Billboards in town.
- Bandwango - Discover Moab Art Trails and Restaurant Pass.
- Wander Maps - in conjunction with GCATT.
- International Sales Missions: Canada, DACH (Germany, Austria, Switzerland).
- International Co-op Marketing investment: Germany/Austria/Switzerland - \$9.3K, UK/Ireland - \$5.3K, Canada/Australia/New Zealand - \$19.8K.
- FAM Tours: 51 including: UK, China, Australia, India, Austria, Canada, Germany, Denmark.
- Printed Materials + Eclipse 2023.

- Discovermoab.com views: Down 4% in US; up internationally.
- Social Media: 75.9K Followers, 76K likes, 2M in reach, 19.5K content interaction, 32.6K link clicks. Top cities ranked in order of use: Moab, SLC, Denver, Phoenix, Las Vegas, Los Angeles, Grand Junction, New York.
- 2023 certifications: SUU Utah Parks and Tourism, Leave no Trace, San Ignacio University MBA.
- UOT Data website review.
- Domestic and international spend and geolocation visitation.
- 2024 Strategy is in the works. Thinking in terms of a reach and touch model. Focus on inspirational marketing and inviting tourists to the area.

C. 2024 TCAB Member Interviews, Discussion and Recommendations

[Reference Agenda Packet for supplemental information]

00:54:30

Interviews proceeded with the below candidates:

Alex Borichevsky - 00:55:45

Elsa Paltanen - 01:01:30

Justin Cosenza - 01:08:00

Howard Trenholme - 01:14:30

Interview Questions and Discussion included:

- Share a little about yourself and your interest in joining the Board.
- Purpose of the Travel Council.
- What would you like to bring to the Board?
- What is Grand County's biggest challenge?
- TRT taxes and how they are distributed.
- Will you be able to serve on the board for the 2024 calendar year and attend a majority of the meetings scheduled?
- Would you like to share anything else with the Board?

Discussion by the Board included:

- Statute requirements of the board representation state that the majority of board members need to collect either TRT or TRCCA.
- TCAB's role is to make a motion to the Commission of whom they would like to see added to the Board in 2024. The Commission makes the final decision.

Brian Hunnings makes a motion to recommend the applications of Alex Borichevsky to the Commission to serve an additional term on TCAB beginning 1/1/2024.

Rebecca seconds the motion.

Discussion included timing of application submissions of candidates. Concern that nominating Howard would result in the Commission not appointing him and selecting their own candidate. Consensus that all candidates are exceptional.

**Laici, Brian, Sharon, Rebecca vote in favor of the motion, Lori votes against.
Motion passes with a majority vote 4-1.**

E. Board Member Reports

01:36:30

Laici Shumway - Tree Lighting and Holiday Parade was successful. Moab Chamber of Commerce is working on 2024 strategies and is developing a Business Assessment survey to better understand business needs. It is also working on a training program. Chamber is receiving concerns about the numbers being down in 2023. Thanks to the County for including the Chamber in their Strategic Planning process. Grand County Business Summit will be scheduled for mid-August and will be a 2-day event.

Brian Hunnings - December has been quiet. Red Cliffs is at 17% occupancy, but had a pickup Christmas week and had a few holiday parties booked. Sister Wives' impressions are up to 4.8M. The wedding at Red Cliffs will air in March 2024. The John Wayne Foundation marathon will be coming out to Moab on June 1. The 75th Anniversary of Film celebrations will be a great way to drive Film Tourism and Red Cliffs will be working on the planning of all celebrations. It has committed funds to promote all upcoming events as well. Coming up, Red Cliffs will be hosting New Year's Eve celebrations.

Rebecca Monceaux - No longer with Homewood Suites and Hampton Inn. Now dual Sales Manager of the Element Moab and AC by Marriott Park City.

Alex Borichevsky - 98 will be opening at the end of January and when all staff is back in town.

Lori McFarland - no report.

F. Approval of 2024 TCAB Meeting Dates

001:46:00

Discussion included:

- 3-5pm is a difficult time for some board members. 11am-1pm was discussed as an alternate meeting time.

Brian Hunnings makes a motion to schedule all 2024 TCAB meetings for 11:00am-1:00pm on the second Tuesday of each month.

Discussion revealed conflicts with meeting location and bookings in the County Commission Chambers. Consideration of Mondays and Wednesdays as a meeting day.

Brian Hunnings makes a revised motion to schedule all 2024 TCAB meetings from 11:00am-1:00pm on the second Wednesday of each month.

Brian Hunnings makes another revision of his motion to schedule all 2024 TCAB meetings from 3:00pm-5:00pm on the second Tuesday of each month.

Alex seconds the motion.

All in favor. Passes unanimously.

Adjourn

Brian Hunnings makes a motion to adjourn the meeting.

Alex seconds the motion.

No Discussion.

All in favor. Passes unanimously.

At 01:59:30, Lori adjourned the meeting.