



Regular Meeting
Moab Area Travel Council Advisory Board
Grand County Commission Chambers 125 East
Center Street, Moab, Utah

AGENDA
March 11, 2025

Zoom And Youtube Meeting Information

Join Zoom Meeting

<https://us02web.zoom.us/j/85443667970?pwd=Anb3v2xocde2uzf2k0hlmdnxk1fkdz09>

Meeting ID: 840 1392 2560

Passcode: 2024

Call To Order

Conflicts of Interest, Disclosures, Ex-parte Communication

Citizens To Be Heard

Opening Items

Discussion And Action Items

- 1. Approval Of February 14, 2025, Moab Area Travel Council Advisory Board Emergency Meeting Minutes (Pages 5-8 Of 92)**
- 2. Appointment Of Board Representative To The Grand County Airport Board**
- 3. Moab Office Of Tourism Renaming**
 - **Update/Legal Review (E.G. Any Outstanding Requirements From The State)**
 - **Where It Should Be Updated (Internal/External)**
 - **Branding**
- 4. Moab Area Travel Council Advisory Board Name**
 - **Name To Reflect New Moab Office Of Tourism**

- Review Potential Names For Board (E.G. Moab Office Of Tourism Advisory Board, Moab Tourism Advisory Board)
- Legal Review (E.G. Bylaws/State Requirements)

5. TCAB Goals

- Subcommittee Update - Alex Borichevsky
- Goals/Strategy/Review/Approval
- Board Reporting Potential Subcommittee
 - Create Parameters For Board Reporting (E.G. Quarterly)
 - Review Style/Best Practices (Bend, Summit County, Jackson Hole, Etc.)
 - Metrics For Reporting (E.G. TRT Numbers, Sales Tax, Visitation Numbers)

6. Moab Office Of Tourism Goals For 2025 (Pages 9-11 Of 92)

- Review Moab Office Of Tourism Projections For 2025
- Review Measurements Used (E.G. Visitor Generated Taxable Sales, Utah State Tax Commission Sales Tax Remittances) To Track Growth
- Review Projections Against Approved Marketing/Advertising Budget

7. Love Communications Contract (Pages 12-50 Of 92)

- Legal Review/Approval
- 2025 Strategy/Marketing/Media Plan Approval

8. Billboards (Pages 51-64 Of 92)

- Richfield Billboard Viability
- Love Communications Billboard Creative/Messaging Review/Recommendations
- I-70 Billboard Opportunity

9. Public Relations Agency Request For Proposals (RFP) - Ali Harford (Pages 65-69 Of 92)

- Review RFP For External Public Relations Agency For Approval

10. Travel Guides (Page 70 Of 92)

- Review Changes/Approval

- Review Print Run/Approval

11. Simpleview Summit 2025 (Pages 71-72 Of 92)

- Approval Sought For Mick Soleta To Attend

12. Search And Rescue (SAR) Podcast Project - Ali Harford (Pages 73-75 Of 92)

- Overview
- Marketing And Distribution Review/Approval

13. Crux Academy Project - Mick Soleta (Pages 76-88 Of 92)

- Overview
- Review/Approve Marketing Plan
- Review Ownership Of Assets And Management

14. Contour Airlines 2025 Marketing Budget (Page 89 Of 92)

- Review Contour 2025 Marketing Budget And Strategy
- Review Potential Matching Funds For 2025 Marketing

15. Salt Lake Off-Road & Outdoor Expo

- Overview Of Expo - Ben Fredregill

16. Utah Stories Opportunity

- Review Of Decision And Proposal Process - Ben Fredregill

17. ITB Berlin Updates - Ben Fredregill

- Key Contacts Made
- Takeaways For Marketing Strategies

18. Moab Office Of Tourism Reporting (Pages 90-92 Of 92)

- **Review Potential New Monthly Reporting From Moab Office Of Tourism To TCAB**
- **Review Parameters/Metrics Requested**

19. Director's Report: Update On Removal Of Responsible Recreation From Marketing Materials (Time Permitting)

20. Board Member Reports (Time Permitting)

21. Consideration Of Future Agenda Items

Adjourn

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees are encouraged to contact the County two (2) business days in advance of these events. Specific accommodations necessary to allow participation of disabled persons will be provided to the maximum extent possible. T.D.D. (Telecommunication Device for the Deaf) calls can be answered at: (435) 259-1346. Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162

It is hereby the policy of Grand County that elected and appointed representatives, staff and members of the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

At the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual may be limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings.

Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the Tuesday prior to a regular Commission Meeting and forty-eight (48) hours prior to any Special Commission Meeting.

Information relative to these meetings/hearings may be obtained at the Grand County Commission's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.