

Regular Meeting
Moab Tourism Advisory Board
Grand County Meeting Room - Next to Assessor's Office
125 East Center Street, Moab, Utah
3:00 PM

AGENDA
April 8, 2025

Zoom And Youtube Meeting Information

Join Zoom Meeting:

<https://us02web.zoom.us/j/84013922560?pwd=Qbxjbarkaa0wjtygndb9won3nd7j4.1>

Meeting ID: 840 1392 2560

Passcode: 135246

Workshop

Call To Order

Citizens To Be Heard

Opening Items

Board Member Ex Parte Communications And Disclosures

Approval of Meeting Minutes

- Approval of minutes for the meeting of January 14, 2025
- Approval of minutes for the meeting of February 11, 2025
- Approval of minutes for the meeting of March 11, 2025

Discussion And Action Items

- 1. Review And Approve Proposed Spring And Fall Advertising Campaigns**
- 2. Discussion And Possible Action - MOT Budget Review Including International Spend And TRT And TRCCA**
- 3. Discussion And Approval Of MTAB 2025 Goals**
Alex Borichevsky
- 4. Review And Possible Recommendation - 2025 Media Agency, PR, And Branding Rfps With Associated Submissions Where Applicable**

5. Request Review Of RFP For 2026 Marketing Agency

6. Prioritization Of Requested Workshop Topics For Future Meetings

7. Director's Report: Updates On MOT Marketing Strategy, ITB Presentation, Staffing, And Billboards

8. Board Member Reports (Time Permitting)

9. Discussion And Possible Action Regarding Search And Rescue Podcast

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.