

REGULAR MEETING
Moab Area Travel Council Advisory Board (TCAB)

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

 **01/14/25 Travel Council Advisory Board - Regular Meeting**

MINUTES

January 14, 2025 | 3:00pm

****Time stamps (HH:MM:SS) correspond to the video****

Members in Attendance: Sharon Kienzle, Ben Fredregill, Ashley Korenblat, Rebecca Monceaux, Mary McGann, Brian Martinez, Jason Taylor

Members in Attendance Remotely: Brian Hunnings, Alex Borichevsky, Lori McFarland

Non-members in Attendance: Ali Harford, Ben Alter, Mick Soleta

Non-members in Attendance Remotely: Bega Metzner, Howard Trenholme, Huseyin Deniz

Welcome

00:00:30

Citizens to -be- heard

00:00:45, none at this time

Introductions

Conflicts of interest, disclosures, ex-parte communication

Presentations, if any

Discussion and Action Items:

Board Member Reports (00:01:05)

- a. Board members reported on their businesses and seasonal schedules and shared observations on the visitation to Moab during the 2024-2025 winter season. Sharon shared metrics on visitation to the Arches National Park Visitor Center.
- b. Mary shared that Commissioner Brian Martinez would be taking over her role as commission representative to the board. She shared her gratitude for the board's work over the years. Members shared their thanks for Mary's service to the board.

Director's Report (00:22:15)

- a. Ben F. shared his insights on Moab's winter visitation and possible future winter promotion, discussed conferences he had recently attended, and noted activities undertaken by other destination marketing organizations (DMO).

Approval Of November 14, 2024 And December 10, 2024 Regular Meeting Minutes (00:34:30)

- a. Lori motioned to approve the November minutes. Ashley seconded the motion. No discussion, passed unanimously.
- b. Lori motioned to approve the December minutes. Rebecca seconded the motion. No discussion, passed unanimously.

Interview Applicants For The Following Board Vacancies: Three (3) Voting Members, At Least One Of Which Represents A TRT- Or TRCCA-Paying Entity (00:35:50)

- a. Brian H. reviewed the candidates remaining and began interviews based on the order of candidates listed in the agenda packet:
 - i. Howard Trenholme (00:36:40)
 - ii. Richard Packer (00:46:10)
 - iii. Wendell Williams (00:52:10)
 - iv. Stephanie Rudolph (01:05:15), not present
 - v. Corie Spruill (01:05:30), withdrawn
- b. Ben A. alerted the board that he had spoken with the Commission Administration and Attorney's offices to confirm that the board was able to vote on board member recommendations.

Discussion And Possible Action To Recommend The Appointment Of Three (3) Members To The Moab Area Travel Council Advisory Board (01:06:20)

- a. The board reviewed all applicants based on their tax-paying statuses.
- b. Ashley motioned to recommend Sharon Kienzle for membership to the board. Rebecca seconded the motion. No discussion, passed unanimously.
- c. Lori motioned to recommend Wendell Williams for membership to the board. Rebecca seconded the motion. No discussion, passed unanimously.
- d. Lori motioned to recommend Howard Trenholme for membership to the board. Rebecca seconded the motion. Ashley voiced support for bringing new perspectives to the board. Brian H. called for a vote. Motion passed with Ashley in opposition.

Progress Report On Contour Airlines Advertising: Travelzoo (01:14:40)

- a. Mick reviewed the history of the project. The board asked general questions regarding the Travelzoo service.

Update On Social Media Channels (01:18:00)

- a. Ali shared the "TCAB social metrics" document and reviewed data within. Members asked questions and discussed possible strategies to further engage social media users.

Update On Discover Moab Website Project Plan (01:43:00)

- a. Mick discussed the progress of the website project, including the working group assembled. Brian M. asked a question regarding the frequency of payments and the life of the website contract. Lori asked about the content of the new site, wanting to ensure it aligned with messaging from the county commission. The group discussed the website design process.

Consideration Of Future Agenda Items (02:03:00)

Appointment Of Board Chair And Vice Chair, postponed for future board decision

**Selection Of Economic Opportunity Advisory Board Attendee And Possible Support Of
Career Training Services For Local Youth, postponed for future board decision**

At 02:04:05, Brian H. adjourned the meeting.