REGULAR MEETING
Moab Area Travel Council Advisory Board (TCAB)

Held at Grand County, Utah Commission Chambers
125 E Center
Moab, Utah 84532
https://www.youtube.com/live/pDBDIBXiros

MINUTES

February 11, 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, Alex Borichevsky, Lori McFarland, Howard Trenholme, Wendell Williams, Jason Taylor

Non-members in Attendance: Ali Harford, Ben Alter, Mick Soleta, Bega Metzner, Mark Tyner, Steven Vowles

Non-members in Attendance Remotely: Vanessa Gutierrez, Aaron Evans, Brittney Melton

Call to Order
00:00:55
Introductions
00:01:05
Citizens to -be- heard
00:02:15, none at this time
Opening Items
00:02:50, Brian provided an overview of the bylaws and an opinion of the county attorney

Discussion and Action Items:

Election Of Board Officers (00:06:50)

a. Ashley motioned to appoint Alex as board chair. Sharon substituted this motion to appoint Lori as board chair and Wendell as vice chair. Rebecca seconded the motion. The board briefly discussed Robert's Rules procedures. Sharon amended her motion to appoint Lori as board chair. Rebecca seconded the motion. Jason noted that Alex had "stepped up" in his role and that, often, vice chairs become chairs. Alex discussed his airport board role and capacity to serve boards. The board further discussed members' strengths. Alex called for a vote. The motion passed with Ashley in opposition.
b. Howard motioned to appoint Wendell as vice chair. Sharon seconded the motion. Sharon noted Wendell's impressive resume. The motion passed with Ashley in opposition.

Discussion: Annual Board Goals (00:15:45)

a. Alex introduced the item. Howard suggested key performance indicators (KPI), including lodging occupancy, be utilized as board goals. He also advocated for feedback surveys for visitors. Wendell suggested the board craft a strong vision and mission statement. Ben F. suggested occupancy and average daily rate (ADR) metrics not be used to benchmark the board or the department's performance, noting their lack of control over market trends. He suggested metrics that surrounded engagement of tour planners and perspectives, as well as increased average length of stay. Howard suggested that tax numbers be tracked and reported daily to support the board. Brian suggested benchmarking growth against data provided by the Kem C. Gardner Policy Institute.
b. Lori instructed Alex, Sharon, Ashley, and the board's liaisons to work on board goals to review at a future date.

Recommendations / Upcoming Business

Billboard Content And Messaging (00:35:35)

a. Ben F. introduced the item and outlined a proposal on how to generate and review billboard content. Board members voiced support for authorizing the department to work with Love Communications ("Love") to generate new billboard mockups. Brian and Mark clarified that Ben F. has been given support to begin this effort. Members provided input on the strategy for new, "welcoming" billboards. Alex and Ben F. clarified that changing existing billboards was a priority due to their responsible recreation messages. The board provided further input on what billboards should reflect.

Resolution 3406 And "Welcoming" Content (00:49:10)

a. Ben F. introduced the item, noting that Love had been made privy to this new resolution's language. Aaron and Vanessa presented their understanding of the new resolution and invited TCAB members to help shape marketing strategy around this.

Salt Lake Off-Road & Outdoor Expo Opportunity (00:51:15)

a. Ben F. discussed the genesis of this opportunity which arose from attendance at Tourism Day on the Hill. The board discussed the opportunity. The board voiced support for Ben F. to attend and present at the expo.

RFP For Public Relations Firm (00:55:40)

a. Wendell inquired on the goals of contracting with a public relations (PR) firm. Ben F. and Ali discussed the importance of utilizing a PR agency. Ashley noted the importance of having an established strategy going forward but voiced support for contracting with a PR agency. The board discussed utilizing existing PR capacity that the county leverages for emergency response. The board voiced support for developing an RFP.

Renaming "Tourism Office" (00:59:40)

a. Ben F. introduced the item, aligning it with what he had observed are best practices across the destination management organization (DMO) industry. Brian requested that this item be moved forward to the commission as soon as possible. Members discussed the prospect of renaming the office, including the distinction between renaming the office itself and reflecting that change in branding. The board voiced support for leaving the decision up to the county commission.

ITB Attendance (01:03:50)

a. Ben F. explained the opportunity to the board. He and Brian qualified the opportunity for a board member to attend. Howard voiced an interest in attending. The board voiced support for finding a way to send a board member along with Ben F.

Content Creator Contract (01:12:35)

a. Ali introduced the item and noted the need for generating new content. Ben F. clarified that the office is in the early stages of pursuing this content and is asking for permission to garner quotes or bids. Howard inquired about the county's purchasing policy.

Infrastructure Updates To 25 E Center St Building (01:18:50)

a. Steven explained the budget process, clarifying that the budget was approved at certain "levels" that did not include specific expenditures outlined in the board's December letter of recommendation. The board discussed the original recommendation to improve facilities at the Moab Information Center (MIC).

Presentation: Film Commission Expenditures (01:25:00)

a. Bega outlined her expenditure requests and shared updates on the Utah Film Trails project. The board voiced support for her requests and discussed ensuring she would not miss future time-sensitive spending opportunities.

Review Of Marketing Report And 2024 Metrics (01:29:40)

a. Mick introduced his marketing report presentation. Vanessa elaborated on the audience demographics utilized in Moab's marketing campaigns. Mick and Vanessa answered questions regarding the co-op strategy presented.

Update From Assistant Marketing Director Ali Harford (01:58:00)

a. Ali provided updates on her efforts to increase outreach to prospective visitors and bring back email leads. She also discussed social media and familiarization (FAM) trips.

Update: Website Design Progress (02:04:25)

a. Mick invited comments based on his email.

Consideration Of Future Agenda Items (02:04:40)

a. Lori stressed the importance of the TCAB and invited member input.

At 02:05:10, Lori adjourned the meeting.