EMERGENCY MEETING
Moab Area Travel Council Advisory Board (TCAB)
Held at Grand County, Utah Commission Chambers
125 E Center
Moab, Utah 84532
2/14/25 Travel Council Advisory Board - Regular Meeting

MINUTES
February 14, 2025 | 12:00pm
****Time stamps (HH:MM:SS) correspond to the video****

Members in Attendance: Howard Trenholme, Ben Fredregill, Brian Martinez, Lori McFarland, Wendell Williams, Alex Borichevsky, Sharon Kienzle

Members in Attendance Remotely: Ashley Korenblat

Non-members in Attendance: Ben Alter, Ali Harford, Bega Metzner, Stephen Stocks

Non-members in Attendance Remotely: Mick Soleta

Call To Order
00:00:20
Introductions
00:00:35
Citizens to -be- heard
00:02:40, none at this time
Opening Items
00:02:55
a. Lori asked board members to follow "ground rules" such as raising their hand to facilitate orderly discussion.
b. Ben F. shared updates on upcoming filming in the Moab area.
c. Stephen explained board motion procedures to the members and discussed that its meeting on February 11th had followed erroneous procedures.

Discussion And Action Items:

1. Annual Board Goals
a. Lori invited a motion to establish a subcommittee to determine the board's annual goals. Howard motioned to approve the formation of the TCAB goals subcommittee. Alex seconded the motion. Members discussed possible subcommittee members.
b. Howard amended his original motion to include the specific appointment of Wendell Williams, Alex Borichevsky, Ashley Korenblat, Jason Taylor, and Brian Martinez to the aforementioned goals subcommittee. Alex seconded the amended motion. Members discussed the chamber representative to the board. Lori clarified that the subcommittee

would meet without Ben F., generate ideas, and bring them to Ben F. and his team. Lori asked Alex to lead this subcommittee. Lori called for a vote on the amended motion. Passed unanimously.

2. Recommendations / Upcoming Business (00:18:50)

a. Lori asked that the board begin by reviewing item j., "2025 Love Contract".

At 00:20:20, Sharon Kienzle joined the meeting.

j. 2025 Love Contract (00:20:10)

a. Wendell discussed the importance of having a promotional strategy in place for 2025 as soon as possible. He listed deliverables that the board should be able to review based on previous amendments to the contract with Love Communications:
    i. Love Communications' 2024 comprehensive marketing strategy plan
    ii. Love Communications' 2025 comprehensive marketing strategy plan
    iii. Love Communications' 2023 year-end campaign report
    iv. Love Communications' 2024 year-end campaign report
b. Wendell made a motion that the Economic Development Department (EDD) request the aforementioned documents from Love Communications and provide them to the TCAB. Howard seconded the motion. The board discussed the timeline of determining a marketing strategy. Lori suggested that a deadline of one week be placed on the receipt of these documents. Howard suggested a future workshop on the topic of marketing strategy.
c. Wendell amended his original motion to include a due date of Wednesday, February 19th. Alex seconded the motion. Lori called for a vote on the amended motion. Passed unanimously.
d. Stephen and the board discussed the future use of workshops to extend the time that the board is able to discuss and review topics.
e. Lori requested that EDD staff provide documentation on all department contracts, including their renewal dates.
f. Howard motioned to set up a workshop prior to the next TCAB meeting to review the requested Love Communications documents and generate related action items. Sharon seconded the motion. Lori called for a vote on the amended motion. Passed unanimously.
g. Wendell reiterated the items requested of Love Communications and the EDD in the previous motion. Stephen further explained allowable and typical uses of workshops.

a. Billboard Content And Messaging (00:46:10)

a. Ben F. introduced the topic, inviting the TCAB to support the EDD's billboard redesign process following the commission's passage of Resolution 3406 and associated 60-day deadline. Lori asked staff to share the received billboard mockups, which Ben A. shared. The group discussed the mockups. Howard and Ashley suggested billboard imagery include off-highway vehicles (OHV's) rather than biking imagery. The TCAB reviewed a conceptual image shared by Alex.

b. Wendell motioned to direct the EDD team and Love Communications to generate new billboard mockups that focus on a welcoming message as well as the different activities available to Moab visitors, due ten days before the next TCAB meeting. Howard seconded the motion. Lori called for a vote on the motion. Passed unanimously.

b. Resolution 3406 And "Welcoming" Content (01:05:25)

a. Ben F. shared that Love Communications had been directed to generate new promotional materials in line with Resolution 3406 and the commission's stated desire to see materials with a "welcoming message." Wendell motioned for Ben F. to provide the TCAB with an update on new "welcoming" promotional messaging ten days before its next meeting. Sharon seconded the motion. Lori called for a vote on the motion. Passed unanimously.

c. Salt Lake Off-Road & Outdoor Expo Opportunity (01:08:40)

a. Lori introduced the topic, and Ben F. expanded on the opportunity which includes the option for the EDD to host a table and support the Grand County Trail Ambassadors' presence at the expo as well. Sharon motioned for Ben F. to attend the Salt Lake Off-Road & Outdoor Expo, present on Grand County's off-road trails, and purchase a table for Grand County's Off-Road Trail Ambassadors to host a booth at the expo. Wendell seconded the motion. Brian suggested that the booth feature a welcoming message and that it might make use of the Motorized Trail Committee's new tablecloth. Lori called for a vote on the motion. Passed unanimously.

d. RFP For Public Relations Firm (01:12:00)

a. Sharon asked if the county already employs a public relations (PR) firm that could be leveraged, to which Brian replied that the services used through the county's Office of Emergency Management would not align with the EDD's needs. Wendell motioned for the EDD to generate a PR firm request for proposals (RFP) based on Assistant Marketing Director Ali Hardford's recommendations, outlining the need for and the expectations of that firm. Ali provided some requested input. Wendell amended his original motion, noting that the resulting RFP should be a draft, that the scope of the RFP should include social media, and that the RFP be submitted to the TCAB no later than ten days prior to the next board meeting. Alex seconded the motion. The board discussed the RFP process and the merits of contracting a PR firm. Lori called for a vote on the motion. Passed unanimously.

e. RFP For Branding Effort (01:19:00)

a. The board discussed previous preliminary cost quotes to support a rebranding effort and the need to ensure strategy informs this process. Mick provided additional context on the budget range for this project. Wendell motioned for the EDD to provide a draft RFP for the department's rebranding effort not later than ten days before the board's regularly scheduled April meeting. Howard voiced support for ensuring the process takes into account the strong brand already employed by the department. Lori called for a vote on the motion. Passed unanimously.

f. Renaming "Tourism Office" (01:25:10)

a. Lori introduced the topic. Howard motioned to rename the EDD, “Moab Area Office of Tourism.” The motion died. Sharon motioned to rename the office, “Moab Office of Tourism.” Wendell seconded the motion. Lori called for a vote on the motion. Passed unanimously.

g. ITB Attendance (01:27:50)

a. The board discussed the EDD’s attendance of the upcoming ITB conference in Berlin, as well as the possibility of a TCAB member to join staff. Brian suggested that the staff in attendance provide a report to the TCAB and commission following their return and Lori asked that staff share the list of contacts made during the conference. Alex motioned to support Ben F.’s attendance at ITB as well as the cost of a second staff member, to provide a report on the conference upon return, and to provide the board with greater notice next year, due at the TCAB’s regularly scheduled March meeting. Howard seconded the motion. Lori called for a vote on the motion. Passed unanimously. Howard requested that the department provide the TCAB with a list of other opportunities for the year.

h. Content Creator Contract (01:35:00)

a. Sharon motioned to allow the department to solicit quotes from local content creators. Alex seconded the motion. The board briefly discussed the need for local content and the county’s purchasing policy. Lori called for a vote on the motion. Passed unanimously.

i. Infrastructure Updates To 25 E Center St Building (Moab Information Center) (01:37:10)

a. Lori and Sharon explained that this item, though recommended by the TCAB in the budget process during the fall of 2024, was not included in the county’s final budget. Ben F. provided further context. Alex motioned to recommend to the county commission an update of the bathrooms at the 25 E Center St building. Howard seconded the motion. Brian noted that he would bring this item forward to the commission. Stephen briefly discussed procedures surrounding recusals and abstentions. Lori called for a vote on the motion. Passed unanimously with Sharon abstaining.

At 01:45:40, Lori adjourned the meeting.