REGULAR MEETING
Moab Area Travel Council Advisory Board (TCAB)

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

3/11/25 Travel Council Advisory Board - Regular Meeting

MINUTES

March 11, 2025 | 3:00pm

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

Members in Attendance: Howard Trenholme, Ben Fredregill, Lori McFarland, Wendell Williams, Alex Borichevsky, Sharon Kienzle, Ashley Korenblat, Rebecca Monceaux

Members in Attendance Remotely: Brian Martinez

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

Non-members in Attendance Remotely: Tammy Howland

Call To Order
00:02:20
Conflicts of Interest, Disclosures, Ex-parte Communication
00:02:40
Introductions
00:2:50
Citizens to -be- heard
00:04:25, none at this time
Opening Items
00:04:30

Discussion And Action Items

1. Approval Of February 14, 2025, Moab Area Travel Council Advisory Board Emergency Meeting Minutes (00:05:10)

a. Ashley motioned to approve the minutes. Wendell seconded the motion. No discussion, passed unanimously.

2. Appointment Of Board Representative To The Grand County Airport Board (00:05:55)

a. Lori thanked Alex for his previous service in this role and noted his smooth transition of responsibilities to Howard, the board's new appointee.

3. Moab Office Of Tourism Renaming (00:06:45)

a. Lori asked Stephen to brief the board on the department's legal responsibilities pertaining to its recent name change. Stephen emphasized that any name change needs to be reflected uniformly across public facing documents. In response to Lori, he noted that the change of the department's name did not warrant a revision of its governing body's bylaws.

4. Moab Area Travel Council Advisory Board Name (00:09:00)

a. Wendell introduced the topic, suggesting the board's name be changed to align with the new Moab Office of Tourism name. The board discussed different possible names.
b. Alex motioned to rename the board the Moab Tourism Advisory Board ("MTAB"). Sharon seconded the motion. The board and Stephen discussed the usefulness of having its name align with the office it advises. Lori called for a vote, passed unanimously.

5. TCAB Goals (00:12:45)

a. Alex introduced discussion on proposed goals. Topics included marketing, extending visitor stays, returning guests, increased expenditure of guests, setting expectations for Moab's customers, and community development and local sentiment. He noted that goals would center around Love Communication's marketing strategy for 2025, a fall campaign, a rebranding effort, and metrics for success. He emphasized the importance of "gaining local trust" as well as supporting Contour Airlines' marketing efforts. He suggested members review the Jackson Hole tourism board's public-facing dashboard and metrics. Alex asked and Ashley discussed the progress of the Trail to Tomorrow Strategic Plan. Ben F. discussed sections of the plan he felt were important to the board's goals.
b. Lori asked Stephen for clarification on what the board can and cannot vote on. Lori suggested the board approve 3-4 goals at its April meeting.
c. Alex motioned to return to committee and create 3-4 goals to propose to the entire board at its April meeting. Wendell seconded the motion. No discussion, passed unanimously.
d. The board discussed possibly holding a workshop prior to its next meeting. Howard suggested defining goals not just for tourism promotion, but tourism tax advisory, ensuring both responsibilities are not comingled. Brian voiced support for this.

6. Moab Office Of Tourism Goals For 2025 (00:25:25)

a. Lori invited Ben F. to discuss the office's proposed goals for 2025. Ben F. gave an overview of the relevant packet document. Brian voiced concerns over the office's proposed goals, suggesting visitor spend goals fall short of the averages reported at the state level by the Kem C. Gardner Policy Institute. When asked, Brian noted that the Economic Development Subcommittee had set the goal of 6% growth for the Moab Office of Tourism. Ashley asked for clarification on what economic indicator the 6% growth goal pertains to. Wendell asked Ben F. why his office's goals were low, citing national tourism economy projections as well as the aforementioned state data. Lori and Ben F. discussed the benefits and drawbacks of benchmarking simply against county sales taxes. Wendell advocated for benchmarking Grand County's tourism economy performance against other similar destinations, though Howard cautioned that some destinations have recently seen different growth trends and may not prove appropriate comparisons.

b. Lori suggested the board direct Ben F. to revise his office's goals to a level of growth deemed appropriate by the board. Ashley suggested the board convene a workshop on this topic to better understand why and how Ben F. had set his office's goals. Lori asked Ben F. to finish presenting his goals document.

At 00:41:50, Lori asked to move Item 9 forward on the agenda in the interest of time.

9. Public Relations Agency Request For Proposals (RFP) - Ali Harford (00:41:55)

a. Lori asked and Ben F. confirmed that he felt moving forward with a public relations (PR) service provider was best for his office. Ali asked the board to clarify its evaluation criteria in the RFP. Howard, Ben F. and Wendell discussed the purpose of a PR firm which would differ from the office's traditional responsibilities.
b. Wendell motioned to approve RFP as presented. Ashley seconded the motion. No discussion, passed unanimously.

7. Love Communications Contract (00:46:30)

a. Stephen discussed the contract and amendment structure, best practices, and his review process. The group discussed the merits of diversifying or consolidating vendors and clarified the services and billing practices currently expected from Love Communications (Love). There was confusion on who Love could legally advise other than staff.
b. Lori invited the body to raise concerns they had when reviewing the draft contract. Members discussed data services and termination date provisions within the contract. The board debated the urgency to sign the contract and discussed previous years in which Love had provided different or fewer materials related to their campaign and strategy.
c. Wendell and Ben F. discussed if Ben F. supported the campaign proposal presented by Love as well as the process of its creation. Lori asked Ben F. to clarify the purpose and impact of line items within the proposal. Brian asked Ben F. questions regarding his department's previous and planned expenditure on paid search. Ben F. shared some thoughts on proposal line items and endorsed the Love contract and Ali provided clarification on paid search and cost-per-click inquiries.
d. Howard motioned to approve the proposed contract with Love. Ashley seconded the motion. There was brief discussion on a possible process to review the proposed campaign line by line, and Howard restated his motion. Lori called for a vote, passed unanimously. The board briefly discussed Love's proposed commission rates.

8. Billboards (01:25:00)

a. Lori introduced the topic and voiced her support for all billboards being updated with simple "Welcome" art and messages. Mick discussed the different boards that needed to be replaced. The group discussed the proposed billboard lettering and voiced general approval for an orange-colored billboard.

b. Ashley motioned to approve the orange billboard for the “In-Town – North/South – Welcome to Moab – Option 1” billboard. Rebecca seconded the motion. No discussion, passed unanimously.
c. Ashley motioned to make the following changes to the previously approved billboard: replace the “O” with a brighter photo, eliminate the interior of all letters other than “M.” Wendell seconded the motion. Howard suggested that the art have the photos in the letters “A” and “B” switched, which Ashley considered amending her motion to include. The body ultimately concluded to entrust final art decisions to staff, having voiced these potential changes to the presented art. The motion died.
d. The group reviewed the “I-70 / Crescent Junction,” “I-70 / Fruita, CO,” “In-Town – South – Option 2” and “In-Town – North – Option 2” art proposals. Mick asked for clear direction on concerns or proposed changes to photos used in billboard lettering. Alex voiced support for different photos across different billboards.
e. Sharon motioned to approve the “I-70 / Crescent Junction” and “I-70 / Fruita, CO” proposed billboard artwork with changes to include the use of the previously-reviewed orange background and the use of different user group photos across all billboards. Howard seconded the motion. The group briefly discussed possibly sending staff better photos to use. Lori called for a vote, passed unanimously.

10. Travel Guides (01:40:20)

a. Lori introduced the topic with differing opinions she had collected on the current travel guide. Howard confirmed that the digital guide would remain available. Mick explained the purposes of updating the travel guide, which focused on including information on the new Utahraptor State Park. The group discussed other necessary changes including airline service imagery and information regarding Arches National Park Timed Entry. Sharon and Howard discussed the history of the guide’s contents.
b. Ashley motioned to direct the department to print more travel guides with the documented changes only sufficient to support the department through the end of the year. Wendell seconded the motion. No discussion, passed unanimously. Brian suggested the department send out new guides first, limiting the reach of current guides with now-erroneous Timed Entry information.

11. Simpleview Summit 2025 (01:49:10)

a. The board expressed that they did not feel this was a board decision and entrusted Ben F. to make any relevant decisions, and took no action.

12. Search And Rescue (SAR) Podcast Project (01:50:25)

a. Ali expressed concern with reviewing her provided document in only the two minutes allotted to her. The board asked funding questions, which Ali noted were explained in her provided document.
b. Sharon motioned to post the item to a future meeting. Howard seconded the motion. No discussion, passed unanimously. Brian asked questions regarding deliverable timelines and Ali briefly explained the proposal before the board.

13. Crux Academy Project (01:53:50)

a. Mick provided background on the materials shared with the board and the project. Wendell suggested marketing this project should be the work of Grand County's Active Transportation and Trails Department. The board discussed options for promoting or not promoting the project. Ashley suggested that a workshop be held to discuss the Crux Academy and SAR Podcast projects with a focus on reframing the projects within a "welcoming" promotional message.
b. Howard motioned to table the item. Sharon seconded the motion. The board briefly discussed the motion. Lori called for a vote, passed unanimously.

At 02:02:00, Lori asked if any board members could no longer attend the meeting as it had reached 5:00 PM.

14. Contour Airlines 2025 Marketing Budget (02:02:15)

a. Alex introduced the item, explaining Contour Airlines' (Contour) marketing proposal and Grand County's option to match it. Lori confirmed that Ben F. had approved Love's communications with the county airport board. Ali further explained the funding request and Contour's media framework and strategy. Sharon and Ben F. discussed the history of promoting air travel to Moab.
b. Sharon motioned not to approve any promotional spend in support of air travel to Moab and to approve staff support of Contour's marketing efforts. Wendell seconded the motion. Lori called for a vote. Motion passed 6-1 with Alex in opposition.

At 02:17:30, Howard motioned to continue the meeting to finish the agenda. Lori called for a vote, passed unanimously.

15. Salt Lake Off-Road & Outdoor Expo (02:17:40)

a. Ben F. discussed his presentation at and attendance of the expo. Lori asked for information on the expenditure to attend with booths and made recommendations for next year's attendance.

16. Utah Stories Opportunity (02:21:10)

a. Ben F. discussed the process on this opportunity. Howard asked about the publication's publishing schedule and readership.

17. ITB Berlin Updates (02:24:35)

a. Ben F. discussed his team's attendance at ITB Berlin. He noted the prospect of increased European travel during winter months.

18. Moab Office Of Tourism Reporting (02:31:50)

a. Lori, Wendell, and Ben A. introduced the topic and associated documents. Alex reviewed dashboard visualizations he had found helpful on the Visit Jackson website. Ben A. noted his work with the department's dashboard provider service, Symphony, and asked the board to provide visualizations and metrics they'd like to see reflected in a new dashboard. Howard requested visualizations that show month-to-month totals over numerous years to allow easy comparison and identify market trends. Ben A. shared the department's current dashboard as well as the draft of an improved dashboard, noting that more visualizations were to be introduced and that these would be driven by board member input. Ashley voiced her support for communicating economic facts to Grand County leaders and community members.

b. Wendell asked if Ben A. could present a more finalized product at the board's next meeting, allowing the board to review its options and make decisions on what metrics should be tracked. Ashley added that the board should understand not only data points but how they can begin "interpreting trends." Lori voiced support for comprehensive reviews of data, noting that recent years had presented "anomalies" that needed to be balanced with further historical data. She clarified that tax data was of greatest interest to her.

19. Director's Report: Update On Removal Of Responsible Recreation From Marketing Materials (02:41:40)

a. Ben F. briefly noted his team's previous and current efforts to remove this language from promotional materials.

20. Board Member Reports (02:42:10)

a. Lori noted that Ashley's board report included information related to cancellations. Howard reported that Rocky Mountaineer has not seen cancellations. Sharon noted that Moab Information Center (MIC) visitation numbers are up and shared her team and the parks' visitor center hours. The board discussed visitor center staffing and workforce challenges.

At 02:45:50, Lori adjourned the meeting.