



Regular Meeting
Moab Tourism Advisory Board
Grand County Commission Chambers 125 East Center
Street, Moab, Utah

3:00 PM

AGENDA
May 13, 2025

Zoom And Youtube Meeting Information

Join Zoom Meeting:

<https://us02web.zoom.us/j/84013922560?pwd=Qbxjbarkaa0wjttvgndb9won3nd7j4.1>

Meeting ID: 840 1392 2560

Passcode: 135246

Workshop 2:00 PM

- 1. Joint Workshop with Grand County Commission

Call To Order - 3:00 PM

Citizens To Be Heard

Opening Items

2.
 - Ex-Parte Communications
 - Conflicts Of Interest
 - Board Member Disclosures
 - Board Member Reports - 2 Minutes Per

Discussion And Action Items

3. Approval Of Minutes Meeting Of 4.8.2025
4. Discussion And Approval Of Marketing Agency Strategy And Plan - Madden Media Agency
5. Review And Approve "Who Is Moab" Contractor
6. Approve Timeline For Regular Presentations To Grand County Commission On MTAB Matters

7. **Discussion And Approval Of Utah Office Of Tourism Co-Op Application (Submission In June)**
8. **Discussion Of Strategy And Branding Agency Request For Proposals**
9. **PR Agency Update**
10. **Discussion And Recommendation Of UOT Opt-In Options And Markets**
11. **Discussion Of Spring/Fall 2025 Advertising Campaign**
12. **Website Re-Launch Update - Beta Testing Availability Dates**
13. **Outside Magazine - Road Less Eaten Update With Timeline**
14. **Director's Report**
15. **Consideration Of Future Agenda Items**

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 maybe 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 GrandCounty Commission's Office, 125 East Center Street, Moab, Utah; (435)259-1346.