



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

3:00 PM

AGENDA
June 10, 2025

Zoom And Youtube Meeting Information

Join Zoom Meeting:

<https://us02web.zoom.us/j/84013922560?pwd=Qbxjbarkaa0wjtygndb9won3nd7j4.1>

Meeting ID: 840 1392 2560

Passcode: 135246

Call To Order

Citizens To Be Heard

Opening Items

- **Welcome**
- **Introductions**
- **Conflicts Of Interest, Disclosures, Ex-Parte Communication**
- **Presentations, If Any**

Discussion And Action Items

1. **Consideration Of Future Agenda Items**
2. **Approval Of Minutes For The May 13, 2025 MTAB Meeting**
3. **Discussion And Consideration Of Future Minute-Taking Responsibilities**
4. **Update From Madden Media Regarding Media Planning**

5. **Discussion And Potential Approval Of County Fair Promotional Use Of TRT**
6. **Discuss Data MTAB/County Commission Is Requesting The Moab Office Of Tourism To Use To Measure The 6% Growth Target**
7. **Review Moab Office Of Tourism YTD Spending And Projections Including Branding Agency Budget And Potential Implications To 2025-26 Budgets - Potential Approval Of Any Upcoming Pending Summer Spending (No MTAB Meeting In July)**
8. **Revise BTAB Bylaws To Reflect HB 456 Including Board Representation To Take Effect July 1, 2025 - [Link To HB 456](#)**
9. **Discuss TRT Latest Projections With Implementation Of HB456. Review Fund Balances And Tourism Tax Expenditure Reports**
10. **Transient Room Tax Application Process For 2026 - Review And Possible Approval Of Formal Application Process**
11. **Discuss Market Data Included In MOT's Symphony Dashboard - Potential Sub-Committee To Review Accuracy, Best Uses And Reporting**
12. **Recommend TRT Spending For A Study By Kem C. Gardner Institute - Economic Impact On Grand County's Tourism**
13. **Discover Moab Website Live On June 10 - Discuss Any Feedback From Board Members / Moab Office Of Tourism**
14. **Discuss And Approve Contour Airlines' Marketing / Billboard At The Airport**
15. **Director's Report**

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.