REGULAR MEETING

Moab Tourism Advisory Board (TCAB)

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

4/8/25 Moab Tourism Advisory Board (MTAB) Regular Meeting

MINUTES

April 8, 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, Ashley Korenblat, Brian Martinez

Members in Attendance Remotely: Rebecca Monceaux

Non-members in Attendance: Ben Alter, Ali Harford, Mick Soleta, Bega Metzner, Gabe Woytek

Workshop
None at this time
Call To Order
00:01:15
Citizens To Be Heard
00:01:30, none at this time
Opening Items
Board Member Ex Parte Communications And Disclosures
00:01:40, none at this time

At 00:02:10, Lori led the board in introductions

Approval of Meeting Minutes (00:03:00)

a. Ashley motioned to approve the minutes from January 14, 2025. Wendell seconded the motion. No discussion, passed 5-0 with Howard in abstention.
b. Wendell motioned to approve the minutes from February 11, 2025. Ashley seconded the motion. No discussion, passed 5-0 with Howard in abstention.
c. Howard motioned to approve the minutes from March 11, 2025. Ashley seconded the motion. No discussion, passed unanimously.

Discussion And Action Items (00:05:30)

Lori moved Item 2 forward in the agenda to allow for Clerk Auditor Gabriel Woytek's attendance.

2. Discussion And Possible Action - MOT Budget Review Including International Spend And TRT And TRCCA (00:06:30)

a. Lori introduced the topic, inviting Gabe to present on changes to the Moab office of Tourism's budget relating to the passage of Utah House Bill (HB) 456. Gabe discussed the current splits between tourism promotion and mitigation tax allocations and what shifts will occur in the coming months. The board discussed the administration of these new fund allocations and possible mitigation shortfalls. They also discussed when the new splits would be implemented and how to clearly depict to the board what funds were available and when they needed to be spent down by. The group reviewed the Moab Office of Tourism (MOT) budget.
b. The group resolved to revisit this issue during Item 6 of the agenda and determine if the issue warranted the creation of a subcommittee or a dedicated board workshop.

1. Review And Approve Proposed Spring And Fall Advertising Campaigns (00:38:00)

a. The group discussed the genesis and urgency for the proposed campaign. Ali presented the attached slide deck and discussed the campaign's goals, key messages and themes, target audiences, ad placements, creative assets, and ad copy. Ali asked the board for proposed spending amounts across the different ad categories. Brian discussed different sites to consider running ads on.
b. Brian reviewed data from travel trends and consumer confidence reports. Ashley discussed the chamber's work on creating itineraries for different visitor profiles and suggested that MOT campaigns work to educate prospective visitors prior to their arrival, aiding them with building a full itinerary that takes advantage of the range of experiences Moab offers.
c. Ashley motioned to spend $100,000 on digital marketing in support of this campaign. Wendell seconded the motion. The board discussed the expediency with which digital ads can be placed as well as how the board and MOT could learn from this campaign when considering future advertising expenditures. Lori called for a vote, passed unanimously.

3. Discussion And Approval Of MTAB 2025 Goals - Alex Borichevsky (01:15:20)

a. Alex presented the subcommittee's proposed goals. The group discussed mitigation and EMS expenses. Members commented favorably on the goals, with Ashley noting they are "tactical" but not "strategic" in nature.
b. Ashley motioned to approve the board goals. Howard seconded the motion. No discussion, passed unanimously.

4. Review And Possible Recommendation - 2025 Media Agency, PR, And Branding Rfps With Associated Submissions Where Applicable (01:22:30)

a. Brian introduced the item, noting changes made to the media agency request for proposals (RFP). Ali provided a correction to the budget listed in the RFP. The group discussed the review process and selection criteria. Members discussed how the new agency might show their familiarity with the area and emphasize Moab's primary attractions in its work. Brian discussed the dates and timelines that will be utilized in future RFP's.

b. Ashley motioned to require the creation and review of a marketing agency RFP for fiscal year 2027 no later than March 31, 2026. Alex seconded the motion. No discussion, motion passed 5-0 with Rebecca absent.
c. Ben F. introduced the branding RFP. Wendell and Ben F. discussed ensuring that firms submitting proposals have access to the relevant data contained in the "DISCOVERY, RESEARCH & INSIGHTS" section that the MOT already possesses.
d. Wendell motioned to approve the branding RFP for publication. Brian commented that the Outside story within the branding RFP did not meet his standards of "welcoming." Wendell responded that messaging is "secondary to a brand" and that ultimately the proposal selected would need to include proposal language regarding a "welcoming" message.
e. Wendell amended his motion to include language in the RFP ensuring that submissions focus on a "welcoming" message. Howard seconded the motion. Ashley made brief comments on messaging the Moab product. Lori called for a vote. Motion passed 5-0 with Rebecca absent.

5. Request Review Of RFP For 2026 Marketing Agency

a. The content of this item was discussed during the discussion of Item 4 - see motion at 01:39:50.

6. Prioritization Of Requested Workshop Topics For Future Meetings (01:47:20)

a. Lori introduced the topic. Ashley voiced support for determining a marketing strategy as soon as possible. Howard noted the department's previous membership within the Global Sustainable Tourism Council, suggesting the board review the planning materials the council provides its members. Wendell noted that a marketing strategy workshop should include the office's new media agency. Jason voiced urgency for reviewing tax allocation shifts and budget surpluses. Lori read aloud her scores to Ben A., who aggregated hers along with other scores submitted by members in writing.

7. Director's Report: Updates On MOT Marketing Strategy, ITB Presentation, Staffing, And Billboards (01:57:10)

a. Ben F. provided updates on the new billboards that are up or are about to be put up. He also discussed gleanings from international markets and meetings with industry partners.
b. Wendell offered to help workshop the provided ITB presentation, hoping for something "more dynamic." The group discussed the audiences of the ITB and IPW conferences. Ben F. discussed working with local vendors to help them take advantage of the "receptive model." He discussed new opportunities he was identifying with international vendors. Members discussed the return on investment (ROI) expected from attendance at these conferences. Ben F. noted the ways his team will accomplish connecting local vendors with contacts made at trade shows and conferences. Brian offered input for

improving Ben F. and Mick's presentations to prospective partners at conferences like ITB.

8. Board Member Reports (Time Permitting) (02:13:50)

a. Lori postponed this item in the interest of time.

9. Discussion And Possible Action Regarding Search And Rescue Podcast (02:14:45)

a. Lori postponed this item in the interest of time.

At 02:15:30, Lori adjourned the meeting.