

Workshop and Regular Meeting

Moab Tourism Advisory Board (MTAB)

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

<https://www.youtube.com/watch?v=xzBjwXvj-pl>

MINUTES

May 13, 2025 | 2:00 p.m.

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

Workshop with the Grand County Commission

Members in attendance: Brian Martinez, Ashley Korenblat, Wendell Williams, Howard Trenholme, Lori McFarland

Non-members in attendance: Ben Fredregill, Alison Harford, Mick Soleta, Jacques Hadler, Maddie Logowitz, Stephen Stocks, Mark Tyner, Mike McCurdy, Melodie McCandless, Dana Van Horn, Alison Harford, Angie Book, Andy Smith, Bill Jackson, Brad Hines, Scott Solle

Call to Order

(00:00:34)

1.1 Joint Workshop with the Grand County Commission (00:02:03)

- a. Brian Martinez presented changes to the Transient Room Tax law (HB456). See attachment. The group discussed the bill's new outdoor recreation grant, the bill's new subsections, and Brian Martinez's calculated funding gaps due to the new allocations.
- b. Board members Lori McFarland and Ashley Korenblat asked for better budget tracking tools to assess revenue generated, projected revenues, and when and where those revenues are being spent to make sure revenues were being spent on the correct allocations.
- c. Wendell Williams asked about the Grand County Active Transportation and Trails budget, asking for clarification on why the GCATT budget and specifically, funding for the Trail Ambassadors, was being paid out of TRT revenues. The group then agreed that Stephen Stocks and Gabe Woytek would ask for clarification on paying GCATT expenses out of TRT revenues from the state auditor.
- d. Brian Martinez said that the county needs to meet to discuss how to address his calculated \$1.2 million funding gap.
- e. Brian Martinez asked if any other departments had questions about their budgets, such as Emergency Medical Services. He asked Andy Smith if Smith was prepared to submit

reports for the new Outdoor Recreation Grant. Smith said he didn't have any questions and that his department has always tracked the metrics the grant tracking required.

- f. The roads department asked for clarification regarding the grant. The grant states that if roads impact emergency service, they could receive grant funding to improve the road. Ashley Korenblat asked that the county not smooth roads that are recreational offroading assets.
- g. Lori McFarland thanked everyone for attending the workshop.
- h. Stephen Stocks reminded emergency services departments to begin their grant applications.

Regular Meeting

Members in attendance: Lori McFarland, Wendell Williams, Howard Trenholme, Ashley Korenblat, Sharon Kienzie, Alex Borichevsky, Brian Martinez, Ben Fredregill, Jason Taylor

Members in attendance remotely: Rebecca Monceaux

Non-members in attendance remotely: Mick Soleta, Stephen Stocks, Alison Harford

Call to Order (1:09:39)

Citizens to be Heard (1:11:10)

- a. Gabe Woytek asked that the board consider marketing Moab around the 2026 FIFA World Cup.
- b. Charlene Bower pitched a PR campaign to address the offroad community.

2. Opening items (01:15:40)

Ex-Parte Communications, Conflicts of Interest, and Board Member Disclosures

- a. Alex Borichevsky said the Road Less Eaten show will be filming at Sabaku Sushi.
- b. Ashley Korenblat said she took the chef in Road Less Eaten on a bike ride.
- c. Wendell Williams made a comment that "from an optics point of view ... it doesn't look good" that two board members will benefit from a spend of TRT dollars. He recommended that board members disclose things like this with Stephen Stocks and Mark Tyner.

Board Member Reports (01:23:01)

- a. Howard Trenholme said there is significant construction at the airport. He also said enplanements have dropped by 10,000 enplanements this year. He also said revenues for his business, Red Rock Bakery, are down, and have been down for four years. The Rocky Mountaineer, his other employer, is having a record sales year.
- b. Ashley Korenblat said she went to Washington DC with the Outdoor Industry Association and said stakeholders in the industry were nervous about tariffs. Her business, Western

Spirit, is also down “a little bit.” She said the Chamber of Commerce is planning a new “Celebrate Moab” campaign that will highlight local businesses and help visitors plan trips.

- c. Sharon Kienzle said there is now bus parking in front of the Moab Information Center. She said the MIC has been very busy. When it comes to helping people understand the Arches Timed Entry system, she said most people have a timed entry reservation and need assistance in changing the time. Arches visitation numbers are up.
- d. Alex Borichevsky said his restaurant's revenues have remained steady.
- e. Brian Martinez said the county commission amended the contract with Madden Media to increase the amount of media spend.
- f. Lori McFarland said High Point Hummer numbers are down. The business recently hired a marketing agency.
- g. Wendell Williams said April was good but May is slower at the Sunset Grill.
- h. Jason Taylor said the city is repainting and redoing many city roads. His business, Western River Expeditions, is flat.

Discussion and Action Items

3. Approval and minutes meeting 4.8.2025 (01:35:45)

- a. Howard Trenholme made a motion to approve the minutes from April 8, 2025. Alex Borichevsky seconded the motion. No discussion, passed 6-0.

13. Outside Magazine - Road Less Eaten update with timeline (01:36:14)

- a. Lori McFarland moved Item 13 to the top of the agenda.
- b. Lori McFarland said she reached out multiple times to the county administration to ask about disclosures. Stephen Stocks said county staff always have to submit disclosures. Ashley Korenblat then explained her role in the Road Less Eaten project.
- c. The board discussed their responsibility in choosing which local businesses are featured in promotional materials created by the Moab Office of Tourism. The group also discussed developing a procedure for disclosures. Stephen Stocks recommended that board members disclose everything that could be taken as a conflict of interest.
- d. Ben Fredregill explained the history of the project and how the Road Less Eaten team chose who to feature.
- e. Stephen Stocks recommended that board members submit disclosure forms every year and disclose other conflicts of interest that arise in meetings.

4. Discussion and approval of Marketing Agency strategy and plan - Madden Media Agency (02:03:57)

- a. Lesley Rowbal, senior destinations strategist for Madden Media, attended the meeting to introduce herself.

- b. Brian Martinez recommended that the board discuss how members wish to interact with Madden, since the board only meets once per month. Board members then chimed in with pieces of what they would like to see in the media plan.
- c. Lesley Rowbal outlined Madden's in-person visit schedule and said that would be an opportunity for staff and board members to work together with Madden to develop a strategy and KBOs. She also recommended the creation of a marketing committee of five to eight members, and said the marketing committee could help guide creative assets for the new advertising campaign.
- d. Ashley Korenblat suggested the board do a marketing strategy retreat to determine the board's goals.

5. Review and approve "Who is Moab" contractor (02:26:09)

- a. Alison Harford presented three informal quotes from video production companies for a social media and video project called "Who is Moab."
- b. Ashley Korenblat made a motion to take staff recommendation and approve ReelCreative for this project. Howard Trenholme seconded the motion. After a discussion of the proposed quotes for the project, the motion passed unanimously.

6. Approve timeline for regular presentations to Grand County Commission on MTAB matters

- a. Item postponed.

7. Discussion and approval of Utah Office of Tourism Co-op application (submission in June) (02:36:33)

- a. Ben Fredregill discussed the co-op program and recommended applying for the full possible amount of \$225,000.
- b. Sharon Kienzle made a motion to approve the Office of Tourism applying for the full amount. Howard Trenholme seconded the motion. The motion passed unanimously.

8. Discussion of strategy and branding agency request for proposals (02:41:28)

- a. Mick Soleta informed the board of the RFP timeline and selection committee.

9. PR Agency update (02:42:58)

- a. Lori McFarland suggested skipping over the PR agency update. Wendell Williams said the agency has been chosen and said he was excited about their ideas.

10. Discussion and recommendation of UOT opt-in options and markets (02:43:28)

- a. Ben Fredregill gave an overview of the opt-in program and the office's recommendations for it. Brian Martinez suggested targeting ski and winter markets in addition to historic markets.
- b. Ashley Korenblat made a motion to approve the budgeted \$40,000 expenditure. Wendell Williams seconded the motion. The motion passed unanimously.

12. Website relaunch update - beta testing availability dates (02:51:53)

- a. Mick Soleta reminded members that the new DiscoverMoab.com will launch June 10 and encouraged board members to look at the beta site.
- b. Ashley Korenblat said the “Top 15 Things To Do” section was a “mistake,” suggesting instead that marketing efforts should focus on personas.
- c. Mick Soleta clarified that the website has thus far been a migration project in taking what is on the current site and fitting that content into the new design, and asked that board members look for design flaws.

11. Discussion of spring/fall 2025 advertising campaign (02:58:05)

- a. Alison Harford showed board members a spreadsheet with all ads, placements, and dollars spent for the summer/fall travel campaign that ran April-May.

14. Director’s report

- a. Item postponed.

15. Consideration of future agenda items

- a. Item postponed.

At 02:59:56, Lori McFarland adjourned the meeting.