

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

June 10, 2025 | 3:00 p.m.

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

Regular Meeting

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

Members in attendance remotely: Rebecca Monceaux

Non-members in attendance: Mick Soleta, Alison Harford, Stephen Stocks, Cora Phillips, Mackenzie Daniels, Steven Vowles

Non-members in attendance remotely: Bega Metzner, Lesley Rowbal, Katelyn Greene, Bria Hammock

Call to Order

(00:01:40)

Citizens to be Heard

Opening Items (00:03:25)

Conflicts of Interest, Disclosures, Ex-Parte Communication

- a. Wendell Williams disclosed that when Madden Media was in town, the group had dinner at the Sunset Grill (which they paid for)
- b. Lori McFarland disclosed that when Madden Media was in town, High Point Hummer and ATV offered a comped tour to Lesley Rowbal and Ben Fredregill

1. Consideration of Future Agenda Items and Board Member Reports (00:06:20)

- a. Wendell Williams said the Sunset Grill saw a packed Memorial Day, but things have slowed down since

- b. Howard Trenholme suggested marketing the Utahraptor State Park. He also mentioned that the airport has a new director.
- c. Ben Fredregill said that the new DiscoverMoab site launched, the MOT signed a contract with Madden Media, and signed a contract with CampStories. He also said that the MOT is opting in to all international marketing efforts with the UOT, and plans to attend IPW.
- d. Sharon Kienzle said that the MIC has been very busy, especially during its summer lecture series.
- e. Jason Taylor said the city was preparing to approve its budget and is looking to begin various infrastructure fixes.
- f. Ashley Korenblat said the chamber launched its Celebrate Moab campaign to highlight local businesses. She encouraged the board to pursue advertising efforts that connect individual people to individual activities, and said the chamber would like to be involved.
- g. Alex Borichevsky said his businesses, 98 Center and Sabaku Sushi, saw great business during Memorial Day that had since dropped off. 89 Center is up from last year, he said.
- h. Lori McFarland said she is heading to IPW.

2. Approval of Minutes for the May 13, 2025 MTAB Meeting (00:18:10)

- a. Alex made a motion to approve the minutes; Sharon seconded. Passed unanimously.

3. Discussion and Consideration of future minute-taking responsibilities (00:19:11)

- a. Lori said the current direction is that MOT staff will take minutes.

4. Update From Madden Media Regarding Media Planning (00:19:43)

- a. Lesley presented Madden Media's media plan, which included KBOs, audience types, geographic markets, and ideas of where to place ads.
- b. Ashley recommended that the marketing plan should also target audiences like camping and outdoor recreation enthusiasts, and suggested that the MOT try to target advertising events in town to encourage visitors to spend time in town.
- c. Howard suggested that regional airports and airports with more direct flights should be a part of the marketing plan. Brian suggested that media should collaborate with regional partners, like Grand Junction, to make partner itineraries. Ashley suggested also working with Durango.
- d. Alex suggested marketing more to the wedding industry and wedding guests.
- e. Howard said the senior market is "massive," and suggested looking at business and small group travel.
- f. Lesley said the plan is adjustable, and target markets can always change.
- g. Howard made a motion to approve the spend for Madden Media subject to decisions by an MTAB marketing subcommittee; Ashley seconded. Motion passes unanimously.

5. Discussion And Potential Approval Of County Fair Promotional Use Of TRT (00:45:03)

- a. Lori said that her business is advertising the Grand County Fair, and asked if Madden Media and the MOT could assist in promoting the Grand County Fair. Mackenzie said the intent of the fair is to bring visitors to the county and added that staff at the Old

Spanish Trail Arena haven't had the capacity for marketing, but there's a lot of potential for the fair.

- b. Brian suggested that the MOT should help promote the fair.
- c. Sharon made a motion for the MTAB to allocate TRT funds through the Moab Office of Tourism to promote the fair. Alex seconded.
- d. During discussion, Ashley said there are a lot of events in Moab and suggested thinking about how the board can be consistent in giving marketing dollars to all events in Moab. Howard asked if there was a budget for marketing already. Stephen pointed out that marketing done through the MOT is more defensible regarding spending TRT funds.
- e. Vote passed unanimously.

6. Discuss Data MTAB/County Commission Is Requesting The Moab Office Of Tourism To Use To Measure The 6% Growth Target (1:02:00)

- a. Ben said the office needs an operational definition of what data is being measured.
- b. Howard argues to track growth in TRCCA. Lori suggests looking at only the restaurant tax for growth, city resort tax, and the rural hospital tax. She said those three taxes are measurable and more direct than TRT, which fluctuates with hotel rates.
- c. Ashley motioned to use the city resort tax, restaurant tax, and rural healthcare tax as indicators of growth. Howard seconded.
- d. Brian said he would measure 6% growth in direct visitor spending as measured by the Kem C. Gardener Institute.
- e. Lori suggested looking at those numbers month by month.
- f. Ashley modifies her motion; motions to allow the MOT to measure success based on the restaurant tax, city resort tax, and the rural hospital tax. Howard seconds. Passes unanimously.

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) (01:14:42)

- a. Ben Fredregill said upcoming expenses include travel shows, Madden media spend, data tools, and more creative services projects.
- b. The board noted that not all expenses were reflected on the presented spreadsheet.

8. Revise BTAB Bylaws To Reflect HB 456 Including Board Representation To Take Effect July 1, 2025 - Link To HB 456 (01:24:53)

- a. New law says that a municipality representative, someone appointed by the municipality, must be a member of the board. Joette Langianese, mayor of the city of Moab, sent a letter to Grand County asking that Jason Taylor be a member of the board.
- b. Stephen said it's not explicitly stated whether the municipality member needs to be a voting member. Howard provided history, saying that he first suggested a member of the city sit on the MTAB, and strongly recommended that the city position becomes a voting position. Lori pointed out that if Jason Taylor became a voting member, the board would have an even number (eight) of voting members. Stephen said boards do typically have

an odd number of members so there's a natural majority, but there's no law saying that they must. Lori said the "structure of what we want to do is go down a vote."

- c. Recess for technical difficulties - see new video and new timestamps. Lori calls the meeting back to order.
- d. Howard motioned that the Chamber stays on the board as a member but loses its vote and the city gains a vote. Sharon seconded. Ashley said the chamber represents a number of tax paying members of the community. Alex clarified that where the board is failing to comply is that the board needs a municipality representative. Ashley said that the optics of reducing the chamber's voting power "aren't great." She said chamber members could think the commission does not support the chamber. Howard pointed out that the board is a "political appointment," and the chamber is not supposed to take a political stance.
- e. Ashley suggested a substitute motion to have an eight person voting board. There was no second.
- f. Lori called for a vote for the original motion. Jason commented that the chamber provides a voice for the business community and suggested that the board could be an eight person board for now but then when terms are not renewed, the board could return to being a seven person board. Stephen clarified that the next terms to end will be Lori and Rebecca's at the end of 2026.
- g. Lori called for a vote for the motion on the table, to have the board be a seven member voting board and exchange voting rights from the chamber representative to the municipality representative. Motion passed 5-2 with Ashley and Alex dissenting.

9. Discuss TRT Latest Projections With Implementation Of HB456. Review Fund Balances And Tourism Tax Expenditure Reports (new video) (00:14:34)

- a. Wendell and Brian say the numbers from the Utah State Tax Commission look different than TRT and sales tax numbers provided by Steven Vowles.
- b. Lori said Steven, Wendell, and Brian should get on the same page and work together.

10. Transient Room Tax Application Process For 2026 - Review And Possible Approval Of Formal Application Process (00:19:13)

- a. Wendell says the board wanted to formalize efforts for departments and organizations to apply to be considered for TRT funds when the board drafts its letter to the commission with their recommendations.
- b. Brian suggested having a plan and timeline for how the board plans to advertise this application.
- c. Alex makes a motion to approve the Grand County Utah funding application pending legal review, Howard seconds. Passes unanimously.

11. Discuss Market Data Included In MOT's Symphony Dashboard - Potential Sub-Committee To Review Accuracy, Best Uses And Reporting (00:25:47)

- a. Ben Fredregill said the MOT's public dashboard had errors and was taken down; he requested a member or members of the board to go through the data dashboard.

- b. Lori asked about Visa Destination Insights data and said she would like to be briefed on spending patterns.
- c. Howard and Alex volunteered to look at data with the MOT.

12. Recommend TRT Spending For A Study By Kem C. Gardner Institute - Economic Impact On Grand County's Tourism (00:28:58)

- a. Brian said the board could “scratch that.”

13. Discover Moab Website Live On June 10 - Discuss Any Feedback From Board Members / Moab Office Of Tourism (00:29:03)

- a. The board congratulated MOT staff. Lori requested replacing the ATV photo on the website.

14. Discuss And Approve Contour Airlines' Marketing / Billboard At The Airport (00:29:47)

- a. Contour has \$25,000 in marketing that can be used for the Canyonlands Regional Airport. Brian suggested working with the MOT to use those marketing funds.
- b. Howard made a motion to support billboard marketing at the airport, seconded by Wendell. Passed unanimously.

15. Director's Report (00:34:00)

- a. Happened during board member reports

Meeting adjourned at 5:11 p.m.