



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

3:00 PM

**AGENDA**  
**September 9, 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**
- **Citizens To Be Heard**
- **Presentations, If Any**

**1. Board Member Reports**

**Discussion And Action Items**

**2. Consideration Of Future Agenda Items**

- 3. Mud Springs Mountain Bike Trail Update, Marketing Request**  
- Melissa Jeffers, Grand County Economic Development And Communication Lead  
- 4 Minutes

4. Special Events Grant Subcommittee Update
  - Review And Approve Goals, Application, Budget And Timelines
  - Howard, Brian And Discussion With Madden/Campstories
  - 15 Minutes
5. Expansion Of Moab Chamber Of Commerce Electric Lights Parade/Tree Lighting
  - Potential Action Item To Approve Funding/Agency Involvement
  - Brian, Ali/Campstories
  - 2 Minutes Each
6. Review 2026 Opportunities
  - [America 250](#), 60Th Jeep Safari, [World Cup](#)
  - Potential Action Items To Assign Agency Review Inclusion In 2026 Media Plan
  - Wendell/Madden
  - 2 Minutes Each
7. Madden Update On Audience Profiles
  - Madden
  - 5 Minutes
8. MTAB Goals Revisions With New Timelines
  - Wendell
  - 2 Minutes
9. 'Who Is Moab' Reelcreative Video Project Update
  - Ali
  - 2 Minutes
10. Gravel Adventure Field Guide Review And Potential Approval
  - Ali
  - 5 Minutes
11. New MTAB Member Action Item
  - Formally Approve Opening Application Process For New MTAB Member
  - Wendell
  - 2 Minutes
12. 2026 TRT Mitigation Application Update
  - Wendell
  - 2 Minutes
13. Discuss And Approve Budget For November In-Person Visits/Events With The Utah Office Of Tourism And Moab's Creative Agencies
  - Mick
  - 5 Minutes

14. Airport Billboard Update
  - Howard
  - 2 Minutes
15. Camp 4 + Tourist Scope Of Work Document Review
  - 5 Minutes
16. MOT And Moab To Monument Valley Film Commission 2026 Budget Review
  - 30 Minutes
17. November 11 MTAB Meeting Date Change (Currently Falls On Veterans Day Holiday)
  - 1 Minute
18. Director's Report
  - 10 Minutes

## **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 may be 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 Grand County Commission's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.**