

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

October 14, 2025 | 3:00 p.m.

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

Regular Meeting

Members in attendance: Lori McFarland, Wendell Williams, Brian Martinez, Cora Phillips, Jason Taylor, Alex Borichevski, Howard Trenholme, Sharon Kienzle

Members in attendance remotely:

Non-members in attendance: Ali Harford, Mick Soleta, Steve Barry, Ben Peters, Alex Fuller, Heidi Gress, Jessica Kunzer-Pearson, A. Nigh Herndon, Angie Brooks, Scott Solle, Richard Codd

Non-members in attendance remotely: Bega Metzner, Campbell Levy, Courtney Housam, Lesley Rowbal, Anna Sprout

Opening Items

2. Welcome, Call to Order, Conflicts of Interest, Citizens to be Heard (00:02:00)

- Lori acknowledged that the Camp4/Tourist team booked a tour with High Point Hummer. She also attended dinner with the team.
- Wendell Williams acknowledged that the Camp4/Tourist team had dinner at the Sunset Grill, where he works.
- Ali Harford acknowledged that the Moab Museum applied for TRT funds, and Diego Velasquez, who works at the museum, is her partner.
- Brian Martinez acknowledged that he also had dinner with the Camp4/Tourist team.
- Jason Taylor acknowledged that the City of Moab requested TRT funds, and Jason is a city councilmember.
- Richard Codd, president of the Moab Golf Club, said he is attending the meeting as a citizen to learn how the Moab Golf Club can access advertising funds and assistance.

- Angie Brooks said she runs the county fair and asked if there were any funds available to secure 2026 acts.
- Anna Sprout acknowledged that Melodie McCandless submitted a request for TRT funds and said she is attending the meeting to answer any questions.

Discussion and Action Items

4. Introduction to Camp4 + Tourist (00:07:29)

- Steve Barry and Alex Fuller presented Camp4/Tourists presentation, going over the agencies' plan to create a cohesive brand for Moab's tourism efforts.

5. Approval of minutes: August 12, 2025 and September 9, 2025 meetings (00:19:55)

- Jason motions to approve the minutes; Alex seconded. Passed unanimously.

6. MOT and MMVFC 2026 Budget Approval (00:21:10)

- Brian provided a high level update on the budget, saying the amount of projected TRT for promotional use next year is \$3,587,592, with a recommended reserve draw of \$1.5 million, for a total budget of \$5,062,592.
- Lori said that the role of the board would be to approve that top number; she added that many budget decisions should be made by the office's future director.
- Howard asked for an update on the director hiring process; Brian said the hiring firm received a first batch of applicants but wanted to collect more. No one from the board or the commission is involved in the selection process.
- Staff added a few notes on what had changed with the budget since the workshop. Ali said that the clerk/auditor had asked the night before that the administrative services line change to \$250,000 from \$20,600. Mick added that \$200,000 from this year's paid media budget was added to next year's paid media budget to work on partnerships. Bega also added to her budget since the workshop, adding amounts for more staff.
- The board discussed allocating another \$380,486 into the budget to meet the total recommended reserve draw.
- Lori suggested adding additional funds to earned media and paid media, mentioning wanting to fund projects like promoting new accessibility for e-biking on trails. Brian also suggested putting funds behind communicating how visitors can enter Arches National Park after the timed entry pilot ends, America250, the 60th anniversary of the Easter Jeep Safari, and the Fifa World Cup.
- Howard makes a motion to approve the Moab Office of Tourism's 2026 budget with a total of \$5,062,592, with an additional \$380,486 going to paid media. Sharon seconds. Passes unanimously.

7. Draft FY26 Budget Advisory Letter to the Grand County Commission (00:43:05)

- Wendell went through the draft budget advisory letter to the Grand County Commission, detailing how the MTAB recommended the commission spend all 2026 TRT and TRCCA revenues. He also took a moment to congratulate Bega on recently winning an award.

- The board talked through a few mitigation points, such as what percentage of TRT revenues can be spent on non-promotional things and how 2026 funds compare to 2025. Members ultimately recommended using the maximum allowable amount toward mitigation.
- Jason and Sharon pointed out that they'd like more follow up from the commission this year regarding the letter: last year, Sharon said, the board recommended the Moab Information Center get funds for new bathrooms, but the commission didn't approve the expense.
- Wendell said he drafted the letter to recommend TRCCA funds go toward supporting cultural institutions and mitigation, and wrote the letter as such to allow the commission to decide how specifically to use those funds.
- Jason asked if TRCCA funds could be used for funds applied for the new trail ambassador nonprofit. Brian, Lori, and Wendell said they didn't believe the new nonprofit could use 3a funds as they applied for. Anna Sprout said she could answer any questions, and said the nonprofit applied for 3a at the recommendation of Melodie McCandless. She then ran through her application. Brian said that the audit conducted by the state of Utah regarding the Trail Ambassador program found that none of the Trail Ambassador expenses could be classified as promotion.
- Sharon made a motion to approve the letter once the budget numbers were finalized. Howard seconded the motion. Jason asked if any TRT reserve funds could be used for mitigation, or if they all had to be used for promotion. Brian said those funds are currently being audited. Motion passed unanimously.
- Brian added that keeping track of revenue as they come in - funds earmarked for promotion, mitigation, and funds collected under the new HB456 - is going to be challenging over the next year, and he recommended getting restricted funds spent first.

8. Airport Update (01:31:55)

- Lori asked Howard to give an update on the Canyonlands Regional Airport, as he is on the airport board.
- Howard said Contour will not be flying to Phoenix in December but will continue the Denver flight. The board asked if they could have better updates from airport staff regarding flight schedules, as the office is running advertisements related to flights.

9. Review board member application process (01:36:06)

- Lori said the new and ninth board member must be an employee of a transient room/TRCCA tax collecting entity, and said she would like to conduct interviews at the November meeting. The board agreed to make the deadline for applications November 1.
- Wendell motioned to approve a November 1 deadline for board member applications; Sharon seconded. Passed unanimously.

10. Director update (01:39:40)

- Brian said the MOT staff and agency partners are planning a community open house on November 10.

- The board then discussed the travel shows, saying that they didn't believe staff attendance required a vote from the board. They suggested that staff attend.
- Lori asked that the board send her bullet points for the board's presentation to the commission, which was a piece of the board's goals from the beginning of the year.

11. Travel Shows: TravMedia IMM and ITB - combined with Director's Report

3. Board Member Reports (01:48:55)

- Lori and Wendell both expressed that it's great to see visitors in town.
- Brian congratulated Mick on organizing the branding project and Ali on posting a video showcasing that Arches is open through the shutdown.
- Sharon said the MIC is very busy, and mentioned that state funding for the parks would have to extend again. Lori asked that Sharon keep everyone updated regarding the shutdown.
- Jason said the city is working on projects to better control flooding in the city and redo the ballfields. He also said it's been a great month for locals and tourists.
- Cora said the electric light parade will switch directions this year so that the parade ends at Swanny City Park.
- Alex said his restaurants have had a great month.
- Howard said the Rocky Mountaineer/Canyon Spirit was expecting an influx in ticket sales.

Adjourn