

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

November 11, 2025 | 3:00 p.m.

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

Regular Meeting

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

Members in attendance remotely: Jason Taylor

Non-members in attendance: Ali Harford, Mick Soleta, Bega Metzner, Courtney Housam, Campbell Levy, Steve Barry, Laici Shumway, Camille Johnson, Dan Janes, Katelyn Greene, Heather Molina, Kristen Brockel, Theresa King, Scott Solle, John Martin, Michael Ewell

Non-members in attendance remotely:

Opening Items

Call to Order (00:01:00)

Citizens to be Heard (00:01:15)

- John Larish with the Red Rock 4 Wheelers expressed the RR4W excitement to work with the MOT on advertising the 2026 Easter Jeep Safari
- Theresa King with Canyonlands Advertising and Moab Happenings offered her publishing services to the MOT
- Scott Solle with Grand County Search and Rescue expressed that he would like the Back From Beyond podcast to shift ownership out of Grand County

Conflicts of Interest, Disclosures, Ex-Parte Communication (00:11:32)

- Brian Martinez disclosed that he took the MOT and agency partners out on a tour with NAVTEC

Discussion and Action Items

2. Approval of minutes: September 29, 2025 workshop and October 14, 2025 meeting

(00:11:59)

- Ali expressed that she did not have time to prepare the minutes for this meeting; the board moved to the next item

3. Presentations: Camp4 + Tourist, Campstories, Madden Media, and the Utah Office of Tourism (00:12:58)

- Steve Barry presented the Camp4+Tourist slides, presenting an overview of the branding and strategy project the agency is heading
- Courtney Housam and Campbell Levy presented the Campstories slides, showcasing the work the PR agency has done this year and the upcoming holiday activation. Howard asked how the agency is mitigating negative perceptions of visitation in Moab; Campbell said the agency pitches stories to counteract negative press, like stories on hotel deals to counteract the perception that Moab is too expensive. Ali emphasized that any business in Moab can get involved in and featured in Campstories' pitches.
- Dan Janes, Lesley Rowbal, and Katelyn Greene presented the Madden Media slides, running through Madden's KBOs, a snapshot of 2025 media results, and a look at 2026 media planning. Jason asked how Madden puts Moab when it works for so many other destinations; Dan responded that at an ad level, destinations don't need to compete with each other, they need to compete with other ads. Theresa asked about prioritizing first-time visitors vs. returning visitors; Dan responded that generally, the return visitor is more valuable.
- Camille Johnson and Laici Shumway presented the Utah Office of Tourism slides, emphasizing what the UOT does and how Moab can work with the state office. Howard asked about the co-op marketing grant funds being trimmed this year; Camille said she didn't expect a cut for the 2026 year. Brian asked that the UOT encourage destinations in Utah to work with each other, and not compete with one another.

4. New Board Member Interviews (01:06:41)

- Lori said she talked with Lisa Knight, who had applied for the board vacancy but decided to withdraw her application.
- The board interviewed Michael Ewell, who has a history in the hotel industry. The board then ran through its standard board member applicant questions.
- Howard made a motion to recommend Michael Ewell's appointment to the MTAB, Wendell seconded. Motion passed unanimously.

5. Special Events Marketing Grant Application (01:27:14)

- Cora presented the new Grand County Special Events Marketing Grant application questions via a Google Form. Brian then reminded the board of the grant context; saying

the board had approved \$250,000 into the grant fund, emphasizing that it is a matching marketing grant.

- Bega asked about cohesion between event planners applying for the marketing grant and applying for their county event permit. Brian said there is a question in the grant application asking if event planners had submitted their Intent to Apply yet, and emphasized that the grant committee will work closely with Jenibeth Jones at the county to ensure events that applied for grant money also applied for their event permit.
- Cora then ran through the scoring criteria for the grant.
- The board then set a date for a Special Events Marketing Grant workshop.

6. Board Member Reports (01:46:05)

- Lori said she was thrilled to have all of the agency partners and the UOT in Moab, and said October was the only year in 2025 that her business exceeded its 2024 numbers.
- Howard said Moab's average occupancy rates have been declining since 2022, but he also emphasized that he was excited about the new Canyon Spirit train route.
- Alex said his restaurants had a strong October.
- Jason said the City of Moab started putting up holiday lights and the city is working on getting new garbage cans downtown. He also said the city had secured a bid to redo the sidewalks.
- Brian said the commission had its first budget meeting, and said commission members were looking at the increased admin fee.
- Cora said the Chamber banquet went well, and ran through the Chamber's holiday events planned for the first weekend in December.
- Wendell emphasized that he was proud of the work being done. He also shared the date of the new Children's Justice Center open house.

7. Director's Report (00:12:58)