

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

December 9, 2025 | 3:00 p.m.

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

Regular Meeting

Members in attendance: Lori McFarland, Brian Martinez (Commissioner), Sharon Kienzle, Rebecca Monceaux, Howard Trenholme, Cora Phillips (Chamber)

Members in attendance remotely: Alex Borichevsky, Jason Taylor (City Council)

Non-members in attendance: Alison Harford (MOT), Mick Soleta (MOT)

Non-members in attendance remotely: Lesley Rowbal (Madden Media), Campbell Levy (Campstories), Courtney Housam (Campstories), Elitsa Yaneva (Campstories), Ben Peters (Camp4/Tourist), Alex Fuller (Camp4/Tourist), Heidi Gress (Camp4/Tourist), Steve Barry (Camp4/Tourist), Jessica Kunzer-Pearson (Camp4/Tourist), Theresa King

Opening Items

Call to Order (00:02:32)

Citizens to be Heard (00:05:09)

Conflicts of Interest, Disclosures, Ex-Parte Communication (00:05:23)

- Alex Borichevsky hosted Emily Pennington, a freelance journalist on a familiarization trip through Campstories, at Sabaku Sushi

1. Open and Public Meetings Memo (00:06:04)

- Lori McFarland reviewed the open and public meetings memo sent by the county attorney with the board.

Discussion and Action Items

2. Approval of minutes: October 14 and November 11 meetings; November 25 workshop (00:07:44)

- Alex Borichevsky motioned to approve the minutes pending fixing a typo in the spelling of his last name. Howard Trenholme seconded the motion. Motion passed unanimously.

3. Camp4/Tourist Presentation (00:09:17)

- The Camp4/Tourist team ran through its initial Phase 1 findings, reviewing what the team has learned thus far from reviewing competing destinations and interviewing Moab locals and visitors. The team reviewed Greater Zion, Jackson Hole (Wyoming), and Bend (Oregon) and interviewed 95 people. Ben Peters emphasized that the competitive destinations could be used like dials, or examples of how other destinations run their marketing efforts: how much does Moab want to be like Bend, or want to be like Greater Zion, or want to be like Jackson Hole?
- Ben Peters highlighted that the Moab community hopes that tourism in Moab can emphasize authentic experiences and find new ways to connect visitors with the community. Visitors, meanwhile, said they appreciated guide knowledge and expressed that they wished they could stay longer.
- Board members asked about how and when they could give input on the overall strategy. Brian Martinez said that he would like to see the brand look at 10 years into the future, rather than Moab presently.
- Mick Soleta emphasized that this project is to analyze the Moab Office of Tourism's current assets and modernize them to be competitive in the current destination marketing world.
- Howard Trenholme asked about the locals that were interviewed and asked that he have an interview as well. The Camp4/Tourist team said they would check in with all board members.
- Brian Martinez and Lori McFarland spoke to Moab's opportunities, saying that Moab should increase the length of stay and consider branching into wellness as a tourism draw.
- Alex Fuller said she is excited to use these findings and the board's input to begin making visual assets.

4. Update from Madden Media on winter creative (00:54:00)

- Lesley Rowbal presented Madden Media's creative assets for placing and running winter advertisements.
- Lori McFarland asked about measuring success of the ads. Lesley said it depends on the placement and the goal: is the goal to drive click through rates? To have higher time spent watching the video? She said Madden assesses the success of each ad as it runs and will replace it with new creative if the ad isn't performing. Madden and the MOT team check in each week and go through advertising data each month.
- Brian Martinez said the winter campaign should focus a bit on spring, too, to encourage visitors to plan trips a few months out. He also emphasized advertising the reality of

early spring: for example, the Whole Enchilada mountain biking trail will still be snowy in the spring.

- Howard Trenholme emphasized the importance of assessing tax data for success, along with the success of click through rates.
- Lesley Rowbal said she'd be happy to join a workshop in January to dive into the weeds of 2025 results.
- Campbell Levy also spoke to the seasonality of restaurants being open in the winter, and how to advertise which places are open and which are closed.

5. Finalize procedures for Special Events Marketing Grant (01:21:09)

- Cora Phillips ran through the scoring guidelines, final report requirements, grant guidelines, and application process for the Special Events Marketing Grant.
- Sharon Kienzle asked about distributing half of the grant funds to event hosts before the event, as opposed to 100% after the final report is turned in. Lori McFarland said no; she wants grantees to be accountable for the funds they're distributed.
- Brian Martinez suggested the board elect four members to review the grant applications each round. (01:30:40).
- He also asked Theresa King, in the audience, for her thoughts on the grant process. She pointed out that the guidelines don't define "offseason," which they should. She also said the application process with two deadlines is confusing. The board noted to better define "offseason."
- Sharon Kienzle motioned to approve the grant procedures following the edits discussed in the meeting. Howard Trenholme seconded the motion.
- Theresa pointed out that the guidelines still said to contact "TBD" for questions. Brian Martinez said he would ask Comm Admin for assistance.
- The motion passed unanimously.

6. Board Member Reports (01:41:46)

- Rebecca Monceaux said renovations on the Red Cliffs Lodge are almost complete, and mentioned the lodge's holiday events schedule.
- Cora Phillips spoke to the success of the Chamber's holiday events the weekend of Dec. 4 and mentioned the January Grand Summit.
- Howard Trenholme said the airport is down to one flight a day. He also talked about the Rocky Mountaineer's rebrand to the Canyon Spirit, and said as a bakery owner, he's excited to see winter advertising.
- Sharon Kienzle said the Chamber's holiday events were amazing. She also said that visitation to the MIC was up almost every month in 2025 over 2024.
- Alex Borichevsky said both his restaurants were doing a bit better this month than last year's numbers, and said he was looking forward to the nice weather in the winter that could correlate with an increase in visitation. He said he would like to see winter advertisements encouraging visitation in the winter starting in mid-February, and emphasized that staying open in the low visitation period in January can be hard for some businesses.

- Brian Martinez said there is a new tool that counties can utilize to ensure that short term rentals are paying transient room taxes. He also praised the board for its success in 2025.
- Lori McFarland expressed her gratitude to the board for its work and for the holiday events.
- Ali Harford said she would try to pull together a year in review for the board to look at social media growth and business highlights. She also mentioned an upcoming familiarization trip with travel agents from Germany and Switzerland.
- Mick Soleta recapped his recent travel to the UK attending a travel show and sales mission, and said there are lots of good ideas and opportunities for 2026.