

Workshop

Moab Tourism Advisory Board (MTAB)

Held at Grand County, Utah Commission Chambers
125 E. Center
Moab, Utah 84532

<https://www.youtube.com/watch?v=Dm9rHkX2lWs>

MINUTES

January 12, 2026 | 1:00 p.m.

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

Workshop

Members in attendance: Lori McFarland, Wendell Williams, Brian Martinez, Jason Taylor

Members in attendance remotely: Alex Borichevsky, Cora Phillips, Rebecca Monceaux

Non-members in attendance: Ali Harford (MOT), Mick Soleta (MOT), Bega Metzner (MOT)
Lesley Rowbal (Madden Media), Katelyn Green (Madden Media), Jessica Kunzer-Pearson
(Camp4) Ben Peters (Camp4), Alex Fuller (Camp4), Quinn Hall (Grand County)

Non-members in attendance remotely: Heidi Gress (Camp4)

Opening Items

Call to Order (00:01:29)

Discussion and Action Items

1. Madden Media: 2025 Results and 2026 Media Plan (00:02:15)

- Lesley Rowbal and Katelyn Greene from Madden Media presented an overview of 2025 media buys and successes. Madden reported \$1.79M in 2025 media spend generating 175M impressions, 1.2M clicks, 1M+ paid site users, and 30,000+ room nights directly attributed to campaign exposure, with paid traffic averaging ~1:30 time on site and search users closer to 3 minutes. They emphasized that Moab is generally outperforming peers in key channels. They also highlighted the need for the website and email program to mature alongside media, especially as more traffic and leads are driven into the funnel.

- Board and staff discussion focused on: leveraging strong performance with older/high-spend audiences, improving landing page alignment so high-quality traffic converts, creating short “how-to” videos (getting here, timed entry, realistic spring expectations), and treating big-ticket partnerships (e.g., Jeep/Outside, Topo Designs) as brand-launch or future-year opportunities once the new brand is live and revenue stability is confirmed.
- The board asked about creative, including who creates and evaluates ads, how the public can see what is running, and how effectively the team is tracking and fixing weak points where visitors “bounce” off the website.
- Board members also pushed for a sharper focus on what is working and advocated concentrating more spend in high-performing channels such as Meta rather than diluting budget across weaker ones.
- Commissioner Martinez proposed a near-term short-form video campaign—answering how to get to Moab, how to book Arches, and showcasing “Who is Moab”—as an add-on to the existing plan, along with targeted print for the 55+ audience. Lori, in parallel, probed whether the paid media budget is fully maxed out, how to balance short-term performance needs against longer-term brand partnerships (e.g., Topo and Jeep/Easter Jeep Safari), and how to communicate Moab’s above-benchmark performance back to the community.