

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=8xguRV4shLg>

MINUTES

February 10, 2026 | 1:00 p.m.

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

Workshop

Members in attendance: Lori McFarland, Wendell Williams, Cora Phillips, Brian Martinez

Members in attendance remotely: Jason Taylor

Non-members in attendance: Ali Harford (MOT), Mick Soleta (MOT), Quinn Hall (Grand County), Mark Tyner (Grand County)

Non-members in attendance remotely: Campbell Levy (Campstories), Courtney Housam (Campstories), Elitsa Yaneva (Campstories), Jessica Kunzer-Pearson (Camp4)

Opening Items

Call to Order (00:01:08)

Discussion and Action Items

1. Campstories Public Relations presentation: 2025 results and 2026 plan (00:02:09)

- The Campstories team dove into what PR does for Moab, their current approach, and recent PR efforts and results.
- The board asked how Moab's PR work balances "what's new" with "what's good," pushing the team to better spotlight long-standing operators, milestones, and especially legacy accessibility providers when big national stories run. Commissioner Martinez questioned how "What's New in Moab" content captures decades-old first-mover businesses and whether the media mix unintentionally overlooks established outfitters in favor of novelty. Lori reinforced that "new" can mean new angles on long-time operators, not just brand-new openings, and urged the team to continually reframe experiences in fresh ways.

- Campbell and Ali discussed IMM, and ran the board through how they pitched stories to outlets including Outside and Field Mag.
- The board then discussed communication needs concerning visiting Arches National Park in 2026. Cora stressed the importance of being ready with clear, “boringly accurate” visitor messaging the moment NPS decisions are announced. Commissioner Martinez used the Zion/Bryce \$100-fee confusion as a warning about what happens when no single authoritative voice owns the narrative, urging Moab, the State, and NPS to align early on facts, tone, and spokespeople. Lori added that while NPS controls the policy decision, Moab’s local entities have the most at stake in how visitors experience it, and thus should be poised to frame any outcome positively, with practical, behavior-level guidance (e.g., best times of day, alternative patterns) that keeps the core message of visiting Moab.
- The board also examined specific activations and future storytelling opportunities. Commissioner Martinez requested hard ROI numbers on the Festive Tree and related holiday efforts and encouraged building on that momentum with regional holiday press in key drive and flight markets. Board members also pointed to emerging and potential access stories—new air service into Moab and the Salt Lake–Denver train—as future hooks that can make the destination feel easier and more appealing to reach once they’re ready to pitch.