

**Regular Meeting**  
**Moab Tourism Advisory Board**

Grand County Planning and Zoning Conference Room 59  
N 200 East, Moab, UT 84532

3:00 PM

**AGENDA**  
**April 14, 2026**

**Zoom And Youtube Meeting Information**

Join Zoom Meeting

<https://zoom.us/j/9954689150?Pwd=Db5kwh3ysh2rcbnfk3c24w9sosngob.1&Omn=93785056239>

Meeting ID: 995 468 9150

Passcode: 135246

**Call To Order**

**Opening Items**

- Welcome
- Introductions
- Conflicts Of Interest And Disclosures

**Citizens To Be Heard**

**Discussion And Action Items**

1. Presentation From Margot Zen, Lead Guest Experience Specialist At Canyon Spirit / Rocky Mountaineer
2. Approval Of Minutes: March 10, 2026 MTAB Meeting
3. Introduction To Newest Member Of MTAB, Felicia Baty
4. Introduction To And Information From New Director, Moab Office Of Tourism, Mick Soleta
5. Special Events Marketing Grant - Review Subcommittee For Round 2. Applications Open May 1.

6. **Discuss And Review Mitigation Grant**

7. **Branding Overview**

8. **TRT/Sales Tax/TRCCA Review**

**Adjourn**

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees are encouraged to contact the County two (2) business days in advance of these events. Specific accommodations necessary to allow participation of disabled persons will be provided to the maximum extent possible. T.D.D. (Telecommunication Device for the Deaf) calls can be answered at:(435) 259-1346. Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162

It is hereby the policy of Grand County that elected and appointed representatives, staff and members of the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

At the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual maybe limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings.

Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the Tuesday prior to a regular Commission Meeting and forty-eight (48) hours prior to any Special Commission Meeting.

**Information relative to these meetings/hearings may be obtained at the GrandCounty Commission's Office,125 East Center Street, Moab, Utah; (435)259-1346.**