

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=4RZO_wn6WNM

MINUTES

March 10, 2026 | 3:00 p.m.

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

Regular Meeting

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

Members in attendance remotely: Rebecca Monceaux, Sharon Kienzle

Non-members in attendance: Mick Soleta, Bega Metzner, Diego Velasquez

Non-members in attendance remotely: Alex Fuller, Heidi Gress, Campbell Levy, Courtney Housam

Opening Items

Call to Order (00:14:28)

Opening Items (00:14:48)

Citizens to be Heard (00:00:00)

- No citizens to be heard

Discussion and Action Items

1. Interview Board Applicants (00:17:03)

- Five applicants were invited for interviews. The board interviewed Felicia Baty, who is employed by Vista Host, Jennifer Canter, who is employed by the River Canyon Lodge, and Huseyin Deniz, who owns the Gonzo Inn. Each answered questions regarding their backgrounds and knowledge of tourism tax dollars.

- The board agreed to wait to vote for the new member until they could be sure any other interviewees were not joining the meeting.
- (00:49:31) Brian Martinez said he asked the county attorney, Stephen Stocks, for advice on how to move forward. Stephen joined the meeting and recommended that the board vote for the new member at the current meeting. Lori made a motion to nominate Felicia Baty as the ninth member of the board; Cora seconded. Motion passed unanimously.

2. Approval of minutes: January and February meetings & workshops (00:45:34)

- Cora requested that a quote attributed to her within the February 10 minutes be taken out, and motioned to approve the minutes with the quote removed. Howard seconded. Approved unanimously.

3. Review MTAB presentation to Commission (00:58:06)

- Wendell created a presentation to give to the commission informing commissioners on the work of the MTAB, MOT, and Moab to Monument Valley Film Commission. Wendell went through the presentation, which detailed the board's role, successes of the MOT in the last year, agency partners, and successes of the film commission.
- Board members asked that the presentation include details on how much TRT the board allocated to be spent for mitigation purposes and how TRT dollars benefit the community, both in direct tourism spend and in funds going toward state initiatives.
- The board ultimately praised the presentation, and hoped that they could get it in front of the public.
- (01:21:59) After discussing item 4, Lori made a motion to approve the presentation with recommended changes. Jason seconded. Motion passed unanimously.

4. Review MTAB letter to Commission (01:19:29)

- The board discussed how to ensure that the public understands the board's role and the role of tourism dollars in Moab. Melisa Jeffers, the county PIO, had recently been given funds for local communication, so the board drafted a letter to the commission requesting assistance in communicating with the public.

6. Review Special Events Marketing Grant funding recommendations (01:23:10)

- The Special Events Marketing Grant review committee for the first round of grant applications (Jason, Cora, and Howard) presented their funding recommendations for grant dollars. The review committee detailed award amounts, noting that the grant could only be used for direct ad spend dollars.
- Diego Velasquez, a director at the Moab Museum, answered questions about the museum's application, noting that the museum applied for advertising dollars for four events underneath the same exhibit umbrella.
- The board also clarified that grant applicants needed to have submitted their entire marketing budget, not just the budget for the funds they applied for, which came up for the Outerbike application.

- Alex motioned to approve the grant awards for all grantees except the Moab Museum and Outerbike. Jason seconded. Motion passed in favor with Lori and Rebecca abstained.
- Alex motioned to approve full funding (\$10,000) for Outerbike, pending their sending a budget for \$20,000. Cora seconded. Motion passed in favor with Lori and Rebecca abstained.
- Alex motioned to approve funding for the Moab Museum, pending proof that the museum advertised outside of Moab. Cora seconded. The board further discussed how to ensure that the Museum proves it used advertising dollars to bring visitors from outside of the community to these events, and how to make that a fair process considering the other grant applicants.
- Alex made a substitute motion to approve funding for the Moab Museum with local advertising subtracted. Sharon seconded. Motion passed, with Lori and Rebecca abstained and Howard opposed.

5. TRT/TRCCA monthly review/overview (02:14:52)

- Wendell aimed to present tax dollar numbers, but said that Brian pointed out a discrepancy in which months were presented, saying that the calendar could present some confusion.
- Wendell pointed out that TRT has gone flat in the past few years, and revenue from car rentals has dropped off. But, Wendell said, the board is making progress, and said the MOT and MTAB are starting to see returns in marketing efforts started last summer.

7. Airport discussion potential recommendation (02:19:57)

- The Grand County Commission was tasked with deciding which air carrier to utilize for the Canyonlands Regional Airport. Howard, who also sits on the airport board, said four air carriers bid on serving the airport.
- (2:20:59) Brian gave a legislative update, speaking to a restaurant tax repeal and cuts to the state's rural film incentive.

8. Branding update (02:23:50)

- Mick Soleta included the new brand platform and positioning guidelines in the board packet. He asked board members to review the documents and send comments to himself and Wendell.

9. Board member reports (02:26:06)

- Lori said the tourism season started early this year, and she was doing her best: "it's not a job, it's an adventure."
- Cora said the Chamber was working on local partnerships and preparing for the May golf tournament.
- Alex said his businesses are slightly up from the year prior, and he was excited for patio season.
- Sharon said the MIC had "definitely seen an uptick in visitors."

- Howard said Canyon Spirit ticket sales were up this year, and said he was excited for the season.
- Rebecca reminded board members to RSVP to and attend Red Cliff's reopening event.