



Regular Meeting
Moab Tourism Advisory Board
Grand County Commission Chambers 125 East Center
Street, Moab, Utah

3:00 PM

AGENDA
June 9, 2026

Zoom And Youtube Meeting Information

Join Zoom Meeting:

<https://zoom.us/j/98156756261?Pwd=Maax7so0t4fpmbrg3syhnhdy7pztru.1>

Meeting ID: 981 5675 6261

Passcode: 135246

Call To Order

Opening Items

- Welcome
- Introductions
- Conflicts Of Interest, Disclosures, Ex-Parte Communication

Citizens to be Heard

Discussion And Action Items

1. Tax Collection Reporting/Reserve Account Update
2. Director's Report
 - Planning For 2027
 - UOT Co-Op Grant Due June 10
 - Campaign Shooting June 8-11
 - Paid Media Results
 - Summer Campaign Approved

3. Gravel Guide Update With Stephen Beneski

4. Moab Film Fund Presented By Commissioner Martinez

- **Suggested Motion: I Move To Establish A Film Incentive Fund Subcommittee Made Up Of Commissioner Martinez, Bega Metzner, Mick Soleta, Wendell Williams, [NAME OTHER COMMITTEE MEMBERS] To Form A Proposal To Use TRT Funds For A Film Incentive Program**

5. MOT Staffing Presentation/Review/Approval

- **Suggested Motion(S):**
- **I Move To Approve The Proposed Full-Time Administrative Assistant Position Within The Moab Office Of Tourism, Effective Immediately**
- **I Move To Approve Up To \$150,000 In Marketing Staffing Support Through Spring 2027 (Ie Not Permanent Positions) Within The Moab Office Of Tourism**

6. Holiday Festival Review/Approval

- **Suggested Motion: I Move To Approve Up To \$150,000 For The Moab Holiday Festival Special Event And PR Activation, Including Lions Park Christmas Lights, Drone Show, Event Production, And Other Related Costs**

7. Colorado River Update With Councilman Jason Taylor

8. Special Events Marketing Grant - Round 2 Awards Review/Approval

- **Suggested Motion: I Move To Approve The [X Dollars] In Special Events Marketing Grants, As Described On The Provided Handout**

9. Mitigation Grant Discussion - Review/Approve Special July Meeting

10. Restaurant Tax Review/Bonding

11. OMPA Annual Training

Adjourn

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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 may be 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 Grand County Commission's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.