



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Recording](#)

MINUTES

October 10, 2023 | 3:00 PM

****Time stamps correspond to the videos****

Members in Attendance: Jenny Gleason, Sharon Kienzle, Brian Hunnings, Alex Borichevsky, Laici Shumway, Lori McFarland

Members in Attendance Remotely: Rebecca Monceaux

Members not in Attendance: Mary McGann, Elissa Martin

Also Present: Ben Fredregill (Economic Development), Melissa Stocks (Economic Development), Sky White (Economic Development), Robert Riberia (Economic Development), Bega Metzner (Moab to Monument Valley Film Commission), Quinn Hall (Commission Admin)

Call to Order

00:00:40

Opening Items:

- **Welcome**
00:00.40
- **Introductions**
00:00.55
- **Conflicts of Interest, disclosures, ex-parte communication**
none at this time
- **Citizens to -be- heard**
none at this time
- **Presentations, if any**
none at this time

Discussion and Action Items:

A. Approval of September 12, 2023 Regular Meeting Minutes

[Reference Agenda Packet for supplemental information]

00:01:50

Sharon Kienzle makes a motion to approve all September Meeting Minutes as presented to the Board for approval.

Alex Borichevsky seconds the motion to approve.

No Discussion.

All in favor. Passes unanimously.

B. Ben Fredregill, Economic Development Director - Introduction

00:02:50

Discussion included:

- Ben Fredregill's background: Operations, finance, statistics, organics processing and sales. Family was in hospitality and the restaurant industry.
- First 3 weeks included: Meetings with Love Communications; Utah Tourism Conference; government shutdown communication strategies; Downtown tour and discussions for improvements; Strategic Planning process.
- Future planning will be heavily weighted on metrics, ROI and measuring strategy success.
- The department will be asking questions to develop the future strategy including: water and infrastructure stress tests; what is the true demand for labor; who are Grand County's repeat visitors; what is the impact of international tourism; how do our strategies align with the state's responsible recreation initiatives; how do the different demographics of visitors affect the spend; how do we maximize the film anniversaries coming up in 2024.

C. Board Member Reports/UTIA Recap from Attendees

00:18:10

Jenny Gleason - Attended UTIA. Discussions centered around film. There is an opportunity to capitalize on film this coming year. International focus and also discussion on how DMO's can work better with their communities.

Redtail charter from CNY to SLC will start on 10/31/23 on Tuesdays and Thursdays. Charter service will also service Vernal.

Lori McFarland - Attended UTIA. in 2019 TRT spend to promote tourism was \$2.15M. 2020 it was \$800K and in 2021 the spend was \$350K. 2022 the spend was \$740K. We have a housing crisis as well as a soft tourism economy.

Alex Borichevsky - 1 restaurant is open, 1 is closed. The numbers are looking good so far, on par with Spring. On trend to have a steady, but not crazy season ahead. Agree we should up our marketing spend on marketing Moab. Business owners need to focus on making it a place customers want to visit and enjoy. Also agree that working on growing affordable housing is a huge part of the challenges here in the area. Stabilizing those opportunities for affordable housing will also stabilize wages so businesses can have consistent staffing.

Laici Shumway - Attended UTIA. The Chamber was part of the RCG proposal. It also went after a grant that would support local and regional marketing for the Moab area and some of the local events in the area. The Chamber will provide upcoming training including Customer Service and Sales training. Grand Summit planning is in the works and currently looking at a date in Feb, TBD.

Brian Hunnings - Attended UTIA. It was disappointing to hear Kevin Costner is building a new set in Washington County. State representatives were concerned that there were so many attendees from Grand County. Concerned that there have been conferences denied by our County that could have been significant revenue generating events. August was slow, but better than July.

Red Cliffs' September is down 6% in reservations but revenues have been up. Spanish, Indian and German visitors were most prevalent. Christine from Sisterwives got married at the Lodge. There is a reach of 48 million people that read about the wedding in Moab. Requests for weddings have skyrocketed.

Red Cliffs will host a sound bath concert for the Eclipse. It will be free and open to the public.

Sharon Kienzle - MIC is busy due to school and university fall breaks and the Eclipse. The MIC has been down in visitation most of the year, today will be a record day. Timed entry will be extended through the rest of the year. Timed entry is better this year than last. Shortening the timed entry window as well as holding 40% of tickets for the day of or day before has helped service visitors in town that don't have a permit. If Timed Entry continues it will transition out of a pilot program.

Rebecca Monceaux - Gearing up for the eclipse. Hotels are also almost sold out completely. September rooms are down, but room revenues are up. October looks to be the same. Holidays are picking up a bit.

D. Approval of TCAB Priority List of Expenditures - 2024 Budget

[Reference Agenda Packet for supplemental information]

00:53:50

Discussion included:

- County will not know the incoming TRT/TRCCA figures for 2 months following their collection. It is hard to predict how the year will come out. It is possible that the County will finish out the year at or above last year.
- Budget meetings are in progress.
- The Board's role is to prioritize budget line items, not determine the amount that is budgeted per item.
- Request was made to view what was included in the mitigation budget in 2023.

Lori McFarland makes a motion to change the recommendation for Paid Media (2) in the 2024 Priorities from 'State Marketing' to 'Domestic and Regional Marketing'.

Sharon seconds the motion to approve.

No Discussion.

All in favor. Passes unanimously.

Discussion continued and included:

- Addition of the increase in salary for the Film Commission.

Sharon makes a motion to add 'revisit job description, associated pay grade and increase administrative support' to Recreations, Film Production and Conventions line item 1, Section A, item 1.

Brian seconds the motion to approve.

No Discussion.

All in favor. Passes unanimously.

Sharon makes a motion to add 'Film' to Recreations, Film Production and Conventions line item 1, Section A, item 2, 'Familiarization Tours'.

Brian seconds the motion to approve.

No Discussion.

All in favor. Passes unanimously.

Discussion continued and included:

- Star Hall and the renovations completed in 2023.
- TRCCA funds earmarked to support all facilities that service community events.
- Purpose of Community Event grants, to support local events and community livelihood.

Sharon makes a motion to forward the updated TCAB 2024 Priority List of Expenditures to the Commission.

Alex seconds the motion to approve.

No Discussion.

All in favor. Passes unanimously.

E. TCAB Member Term Of Expiration (Alex Borichevsky 12/31/23)

01:26:00

Discussion included:

- All interested parties can now apply to join the TCAB. Interviews will be held during the Regularly scheduled December meeting.

F. Update on Data Dashboard - Melissa Stocks

01:27:45

Discussion included:

- Review of what data is available on the Symphony-hosted website. Data will be moved to the Econ Dev website in the future.
- There will be more information coming that EDD does not have access to currently.
- Short term lodging data set only reflects hotel figures.
- EDD is calibrating the data set provided with other sources to ensure accuracy of numbers.
- Independent hotels are not required to report data to STR so the data set might not be comprehensive. Assumptions will need to be made to analyze trend data.
- Data platform is now due to be released at the end of November to the public.

G. 2024 Film Anniversary Discussion - *Bega Metzner*

01:35:00

Discussion included:

- Moab Reel Roulette
- Horizon films city set is in Moab and there will continue to be filming in the area into 2024.
- Creation of a Film Coalition to support film promotion, raise funds, create signature events, build partnerships and support the planning of the 75 years of film in the area.
- 75th Anniversary of Moab to Monument Valley Film Festival fundraising goal is \$75K.
- Proposed Signature events include Moab Film Festival, Film Scavenger Hunt from Moab to Monument Valley, Film Fashion Show, Short Film Competition, Public Art installations honoring film locations, Celebration of Cowboy Culture and John Wayne, Film Fairway at Grand County Fair, Gala Award Ceremony, social media opportunities.

Adjourn

At 01:59:30, Jenny adjourned the meeting.