



Regular Meeting
Moab Area Travel Council Advisory Board
Grand County Commission Chambers 125 East
Center Street, Moab, Utah

AGENDA
August 13, 2024

Zoom And Youtube Meeting Information

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[Https://Us02web.Zoom.U.../J/85443667970?Pwd=Anb3v2xocde2uzf2k0h1mdnxk1fkdz09](https://Us02web.Zoom.U.../J/85443667970?Pwd=Anb3v2xocde2uzf2k0h1mdnxk1fkdz09)

Meeting ID: 840 1392 2560

Passcode: 2024

Call To Order

Opening Items

Welcome

Introductions

Conflict Of Interest, Disclosures, Ex-Parte Communication

Citizens To Be Heard

Discussion And Action Items

Watch Recording Of Emergency Meeting (1 Hr 30 Min)

Special Event Grants (10 Min)

State Auditor Report (5 Min)

Bylaws (5 Min)

Recreate Responsibly Proclamation (5 Min)

Meeting Minutes From June TCAB Meeting (5 Min)

Consideration Of Support For Recommendation Of The Selection Committee For The Discover Moab Website Re-Design (5 Min)

Prep For Budget 2025 (40 Min)

- Travel Council / Economic Development recommendations on promotion and advertising for 2025.
 - Mitigation recommendations for 2025.
 - Departmental operations budget to be funded from TRT and TRCCA funds.
- TRT & TRCCA funds collected through 2024 YTD and anticipated 2025 collection
- Unspent Fund balances on Funds 16, 22, 23 and 26.
- Rolling 12-month Recap (August 2023 through July 2024) of Advertising and Promotion efforts from LOVE communications. Specifically looking for metrics (reach and engagement) and ROI on all marketing and PR efforts that were handled by LOVE to evaluate effectiveness and discuss 2025 strategy. What worked, what didn't work, market recommendations for 2025. (LOVE) Note: we are still waiting on the results from the paid social media ad promotions which we have yet to see as well.

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 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

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