

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=xzBjwXvj-pl>

MINUTES

August 12, 2025 | 2:00 p.m.

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

Regular Meeting

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

Members in attendance remotely: Rebecca Monceaux

Non-members in attendance: Mick Soleta, Alison Harford, Lizzie Ramirez

Non-members in attendance remotely: Lesley Rowbal, Campbell Levy, Courtney Housam

Opening Items

Call to Order (00:03:18)

Citizens to be Heard (00:07:08)

Conflicts of Interest, Disclosures, Ex-Parte Communication (00:07:25)

- Brian Martinez said he rode on the Canyon Spirit train last week. He was also contracted to work on the Zeus movie that filmed the previous week.
- Wendell Williams said Paddle Moab, which was featured in a Wall Street Journal article that CampStories pitched, is a tenant of his.
- Sharon Kienzle said the production company of Zeus parked at the MIC and used its auditorium.

11. Director's report (00:09:43)

- Moved to the top of the meeting and run by Brian Martinez.
- Brian asked Steven to give an update on tax collections. Steven said tax collection is "still down" but that May was a "great month." TRT in May was the fourth-largest tax

collection month dating back to 2017. He then discussed specifics of restaurant and car rental taxes.

- Brian then asked MOT staff about specific projects, including developing ads and audience profiles with Madden Media, the UOT co-op grant, website updates, the Road Less Eaten episode created by Outside, business leads, the Festive Tree activation, the Mud Springs Trail System

1. Board Member Reports (00:19:57)

- Lori said she is “working hard to welcome every human who comes through our door.”
- Howard said the Canyon Spirit did a test Moab-SLC route. The goal is to have 25,000 visitors per year on the train.
- Cora said the Chamber is working on a business survey and mentioned the upcoming business meet-up.
- Sharon said that Arches visitation is up through June; visitation to the MIC is also up.
- Alex said both of his restaurants are closed for summer vacation.
- Wendell said the Sunset Grill saw a lot of weekend spikes but lower weekday travelers, and many more international tourists this year than last.
- Jason said the city is working on fixing sidewalks on Main Street.

Discussion and Action Items

2. Consideration of future agenda items (00:26:49)

- Lori asked that any future agenda items be emailed to her.

3. Approval of MTAB minutes June 10 meeting (00:27:12)

- Howard makes a motion to approve the June 10 minutes. Wendell seconds.
- Passes unanimously

4. Update from Madden Media (00:27:55)

- Mick said Madden has been doing a great job and has a lot of energy, and he appreciates the support they give.
- Lesley ran through Madden’s presentation, reviewing goals, strategy, and the current ad campaign creative.
- Brian said the ads are getting a lot of positive feedback on social media. Alex said the ads look great.

5. Introduction to CampStories Public Relations agency and brief update (00:53:40)

- Ali introduced CampStories.
- Campbell ran through CampStories’s presentation, introducing himself and Courtney to the board and reviewing CampStories’s strategic approach, current pitching, recent coverage, and upcoming activation plans.

- Howard said he would like to see stories about Utahraport State Park and the America250 celebration. Brian added that Moab's tourism history is also a fascinating story.

4. Update from Madden Media (revisited to discuss airport marketing) (01:16:52)

- Lesley presented the plan to market the Canyonlands Regional Airport and the Contour Airlines flight with a budget of \$50,000 (\$25,000 from Contour with a \$25,000 match from the MOT).
- The board asked how quickly new billboards could be put up around the airport. Lori recommended creating a subcommittee to review airport marketing creative.
- Sharon brought up that it might not be worth advertising a Contour flight if the county is unsure how long the airline will service CNY.
- The airport marketing subcommittee includes Wendell, Howard, Jason, and Brian.

6. Branding Agency finalists review and authorization for selection (01:23:02)

- Wendell, Mick, and Brian discussed the RFP and review process for selecting a strategy and branding agency to work with the MOT. Of over 30 agencies that submitted a bid, the selection committee invited three to attend an in-person interview. Of those three, the committee prefers two: Moxie Sozo and Camp4/Tourist.
- Sharon makes a motion to give authority to the selection committee to choose a branding agency from the three finalists interviewed and take the decision to the commission. Howard seconds. Passes unanimously.

7. Update on UOT international sales missions 2025/2026 and Brand USA Travel Week (01:36:07)

- Ali presented slides on the MOT's global markets efforts, which are broken down into efforts with the UOT—sales missions, familiarization trips, and the marketing opt-in—and efforts in-house—travel shows and international advertising with Madden Media.
- Wendell said he was happy to see how much the MOT works with the UOT and BrandUSA.
- Brian asked that the board see international presentations.

8. Review and potential approval of MTAB bylaws, new appointees and open position (01:44:52)

- Sharon pointed out a few more changes to the MTAB bylaws: addressing the Chamber as a voting member of the board and addressing members of the board as "their" not only "his."
- Brian recommended spelling out "taxes" as "TRT and TRCCA."
- He also pointed out that when the board increases to nine members, the ninth member needs to collect TRT or TRCCA taxes.
- Lori postponed a vote on the bylaws until the September 9 meeting.

9. Update on TRT/TRCCA application process and potential subcommittee (01:49:56)

- Wendell said there is no update on the TRT/TRCCA application process yet.
- Brian recommended creating a TRT/TRCCA application subcommittee now, so the process can be started as soon as the application is approved.
- Howard, Wendell, and Alex volunteered to be on the subcommittee.

10. Review special event grant application/guidelines - potential subcommittee (01:53:16)

- Wendell introduced the history of the special event grant, in that it was run as an economic development grant.
- Sharon said that the process for applying for and reviewing the grant has become “very muddy.”
- Brian suggested that the MTAB take over full responsibilities of this grant, and clarified that the grant should be a matching grant for advertising materials. There is not currently a process in place or a plan to run the grant program in 2025. He then suggested that the grant could be used to entice new events to Moab.
- The board created a subcommittee of Sharon, Cora, and Howard, with help from Brian to facilitate the special events grant moving into 2026.

Discussion (02:02:33)

- Howard asked if the search for a new director for the Moab Office of Tourism is underway. Brian said the county is looking to work with a hiring firm to begin the search.
- Lori asked how the budget process should happen. Brian said that Mark and Quinn, with the Moab Office of Tourism, will draft the 2026 budget.