

Workshop

Moab Tourism Advisory Board (MTAB)

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

<https://www.youtube.com/watch?v=hDC2Dggli4U>

MINUTES

November 25, 2025 | 3:00 p.m.

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

Regular Meeting

Members in attendance: Wendell Williams, Cora Phillips, Alex Borichevsky, Brian Martinez

Members in attendance remotely: Lori McFarland

Non-members in attendance: Melisa Jeffers, Stephen Stocks

Non-members in attendance remotely:

Special Events Marketing Grant workshop

Call to Order (00:00:32)

Discussion of online application, grant guidelines, scoring guidelines, and funds

(00:02:38) *Note that the meeting took the form of a free flow discussion*

- The board and special events subcommittee discussed the online application, running through it and making some language tweaks. Stephen Stocks said the application looked good to his legal review; Brian said he added a formatting spreadsheet for the marketing budget.
- Brian asked that the group run through grant guidelines, answering questions like how the funds will be matched and if there would be tiers for the total ask.
- The group read through the 2024 guidelines; Wendell volunteered to rewrite the guidelines to reflect the new purpose of the grant.
- The group decided to score applications on a point scale of 1-5 within the six scoring criteria. The group then debated how questions that are on the application, but not within the scoring criteria, are scored.
- Melisa Jeffers asked if the subcommittee planned to respond to event RFPs, which often ask if venues could offer matching marketing funds.

- The group then discussed the deadline, review, and award dates of the grant, discussing the 18-month window for the application deadline. The group decided to have March 1, 2026 deadline for events held January to December 2026; and May 31 deadline for events held July 2026 to June 2027, with applications opening one month before the deadline. Then the cycle would start new for 2027, with applications open from Nov 1-30 for events held January to December 2027.
- The group then further discussed guidelines, with the guidance of Stephen Stocks.
- Brian suggested making grant funds only available via reimbursement, instead of funds available before the event. The group then discussed the pros and cons of that tactic, and the pros and cons of providing some of the grant money upon the award. The group ultimately agreed that they'd like to award 100% of the funds as reimbursement.
- The group then emphasized that the ultimate goal of the grant is to bring visitors into Moab, and said the final report will need to be turned in with all receipts of marketing efforts.
- Still to be decided is who will manage the grant.