



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

3:00 PM

AGENDA
March 10, 2026

Zoom And Youtube Meeting Information

Join Zoom Meeting

<https://zoom.us/j/9954689150?pwd=Db5kwh3ysh2rcbnfk3c24w9sosngob.1&Omn=91847560699>

Meeting ID: 995 468 9150

Passcode: 135246

Call To Order

Opening Items

- Welcome
- Introductions
- Conflicts Of Interest And Disclosures

Citizens To Be Heard

Discussion And Action Items

1. **Approval Of Minutes: January And February Meetings & Workshops**
2. **Interview Board Applicants**
3. **Review MTAB Presentation To Commission**
4. **Review MTAB Letter To Commission**
5. **TRT/TRCCA Monthly Review/Overview**

6. **Review Special Events Marketing Grant Funding Recommendations**

7. **Airport Discussion Potential Recommendation**

8. **Branding Update**

Adjourn

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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.

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=8xguRV4shLg>

MINUTES

February 10, 2026 | 1:00 p.m.

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

Workshop

Members in attendance: Lori McFarland, Wendell Williams, Cora Phillips, Brian Martinez

Members in attendance remotely: Jason Taylor

Non-members in attendance: Ali Harford (MOT), Mick Soleta (MOT), Quinn Hall (Grand County), Mark Tyner (Grand County)

Non-members in attendance remotely: Campbell Levy (Campstories), Courtney Housam (Campstories), Elitsa Yaneva (Campstories), Jessica Kunzer-Pearson (Camp4)

Opening Items

Call to Order (00:01:08)

Discussion and Action Items

1. Campstories Public Relations presentation: 2025 results and 2026 plan (00:02:09)

- The Campstories team dove into what PR does for Moab, their current approach, and recent PR efforts and results.
- The board asked how Moab's PR work balances "what's new" with "what's good," pushing the team to better spotlight long-standing operators, milestones, and especially legacy accessibility providers when big national stories run. Commissioner Martinez questioned how "What's New in Moab" content captures decades-old first-mover businesses and whether the media mix unintentionally overlooks established outfitters in favor of novelty. Lori reinforced that "new" can mean new angles on long-time operators, not just brand-new openings, and urged the team to continually reframe experiences in fresh ways.

- Campbell and Ali discussed IMM, and ran the board through how they pitched stories to outlets including Outside and Field Mag.
- The board then discussed communication needs concerning visiting Arches National Park in 2026. Cora stressed the importance of being ready with clear, “boringly accurate” visitor messaging the moment NPS decisions are announced. Commissioner Martinez used the Zion/Bryce \$100-fee confusion as a warning about what happens when no single authoritative voice owns the narrative, urging Moab, the State, and NPS to align early on facts, tone, and spokespeople. Lori added that while NPS controls the policy decision, Moab’s local entities have the most at stake in how visitors experience it, and thus should be poised to frame any outcome positively, with practical, behavior-level guidance (e.g., best times of day, alternative patterns) that keeps the core message of visiting Moab.
- The board also examined specific activations and future storytelling opportunities. Commissioner Martinez requested hard ROI numbers on the Festive Tree and related holiday efforts and encouraged building on that momentum with regional holiday press in key drive and flight markets. Board members also pointed to emerging and potential access stories—new air service into Moab and the Salt Lake–Denver train—as future hooks that can make the destination feel easier and more appealing to reach once they’re ready to pitch.

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=8xguRV4shLg>

MINUTES

February 10, 2026 | 3:00 p.m.

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

Regular Meeting

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

Members in attendance remotely: Rebecca Monceaux

Non-members in attendance: Ali Harford (MOT), Mick Soleta (MOT)

Non-members in attendance remotely: Campbell Levy (Campstories), Jessica Kunzer-Pearson (Camp4)

Opening Items

Call to Order (00:04:22)

Citizens to be Heard (00:04:55)

Introductions (00:05:07)

Guest report from Andy Smith, Outdoor Recreation Mitigation Board (00:07:07)

- Andy Smith reported on the new Outdoor Recreation Mitigation Grant at the Utah Division of Outdoor Recreation, noting he sits on the statewide board and currently serves as chair.
- Commissioner Martinez reminded the board that when HB456 was created, the bill that changed TRT distributions, it also created this new grant. The grant priorities include funding visitor-related emergency costs (search and rescue, EMS) tied directly to outdoor recreation visitor, counties with smaller populations, and need for financial assistance to manage recreation impacts.

- Andy said the board is working toward July 2026 as the first anticipated application window, with an estimated \$6.6 million currently available in the fund and likely more as additional collections accrue.
- Brian and Andy discussed application mechanics, noting the goal is one application per county listing prioritized projects (rather than separate applications for each project), and focusing reimbursement on personnel and operating costs, not large capital equipment.
- Andy emphasized that applications must flow through counties (not directly from individual agencies or cities) and invited MTAB and county officials to review the draft application when available and share feedback with him.

Discussion and Action Items

7. Archery Range at OSTA Grant Discussion/Endorsement Letter (00:23:44)

- Moved to top of agenda to hear from Commissioner Trish Hedin
- Commissioner Hedin presented an update on a proposed archery range at Old Spanish Trail Arena (OSTA) and requested MTAB support in the form of a letter to accompany a Utah Department of Outdoor Recreation grant application. Commissioner Hedin explained she secured a grant for the project and has already completed substantial in-kind excavation work.
- Lori stated she was uncomfortable signing a detailed letter she had not had time to review in advance, given that she had only been able to open it shortly before the meeting, and indicated she preferred to delay a decision or use a more general board-level statement.
- Wendell expressed concern that the draft letter included extensive project-specific language that more properly belonged in Commissioner Hedin's application, suggesting MTAB's letter should be shorter and more tourism-focused.
- Jason Taylor commented that he had read the letter earlier in the week and felt it was well-written and closely tailored to state grant criteria, and suggested the board could simply approve it as-is.
- After discussion, Jason made a substitute motion to approve Commissioner Hedin's draft letter as an MTAB letter of support without naming Lori as the signatory, instead submitting it as a letter from the MTAB/County. Howard seconded. The motion passed 6-1, with Lori voting against and Rebecca abstaining.

2. Approval of minutes (00:36:52)

- Tabled until the next meeting

3. Elect Chair/Vice Chair for MTAB (00:37:12)

- Lori opened the annual election of MTAB officers.
- Sharon motioned to have Wendell Williams be appointed as Chair. Howard seconded. Motion passed unanimously.

- For vice chair, Sharon expressed interest in nominating Alex if he were available, but because Alex was not present at the meeting at that moment, Lori and others felt uncomfortable voting on his behalf without confirming his willingness. Jason suggested postponing the decision until Alex could participate.
- Howard then made a substitute motion to nominate Lori as vice chair. Wendell seconded. The motion passed 4-3, with Sharon, Cora, and Jason abstaining.

4. Update on board applicants (00:44:23)

- Lori reported that the ninth board seat had several applicants. The board discussed how to interview applicants, deciding to invite applicants for public interviews.
- Howard made a motion that the chair and vice chair screen applicants for eligibility (the board member must be employed with a TRT/TRCCA collecting entity). Sharon seconded. The motion passed unanimously.

5. Canyon Spirit 2026 Update (00:48:12)

- Lori invited Howard to give an update on the Canyon Spirit, where he works as an employee.
- He reported that, as of early February, Canyon Spirit has already surpassed its total 2025 ticket sales for the coming season. Howard stated their goal is to sell 13,000 tickets in 2026, roughly double the prior year, and to reach 25,000 tickets in 2027 once a second train is added, with trains operating six days a week in Moab. He emphasized that Canyon Spirit attracts high-value, low-impact visitors who stay in hotels, dine at local restaurants, book tours, and walk downtown, with relatively little stress on local infrastructure compared to some other segments.

8. Update from Special Events Marketing Grant subcommittee (00:51:40)

- The Special Events Marketing Grant subcommittee (for the March 1 grant application) said there have been a few applications so far. They also reiterated that the grant can only be used for direct advertising spend; it cannot be used for marketing creation, like for photo shoots. Commissioner Martinez asked to join review committee meetings.

9. “Who is Moab” project update (00:57:12)

- Ali provided an update on the “Who is Moab” project, showing the board a trailer of the videos. Board members expressed their support of the project, and encouraged MOT staff to work with Madden Media to develop a paid media distribution timeline to get maximum exposure for the videos.

10. Consideration of future agenda items (01:03:38)

- Sharon requested that MTAB invite a representative from the National Park Service (and, if possible, BLM) to a future meeting to provide updates on operations and policies, particularly around timed entry at Arches National Park.
- Jason noted ongoing confusion about whether timed entry will be implemented in 2026, with NPS website language remaining vague, and emphasized that local businesses and

visitors need clear, official information soon to plan for spring and summer visitation. Board members stressed the importance of coordinated messaging among the State of Utah, National Parks, Moab Office of Tourism, and local businesses, to avoid misinformation once timed entry news is released.

- Commissioner Martinez brought up the need for e-bike messaging as well, and proposed a coordinated communication effort between the MOT, Trail Mix, and the Motorized Trail Committee.

11. Board Member Reports (01:06:08)

- Wendell reported that town was strong for early February, with many businesses preparing to reopen for Valentine's Day weekend. He said he was encouraged by the data-driven approach from Madden and Camp4/Tourist, and believes the targeted campaigns are working.
- Cora reported that the Chamber After Hours event at Rooted Vine on Thursday will feature Mick presenting on the Special Events Marketing Grant, giving Chamber members and the public a chance to learn how to apply. The Chamber is also planning its golf tournament on May 8 and an upcoming board retreat on February 19, where two new Chamber board members will be seated.
- Jason Taylor reported for the City of Moab that the City is working on sidewalk projects and garbage cans. He also asked the board why Scott Solle with Search and Rescue wasn't able to address the board about writing a letter of support for SAR's podcast project; Lori said Scott didn't get her materials in time to add it to the agenda. Commissioner Martinez emphasized the need for those applying for grants and asking for letters of support to provide context on the grants they're applying for.
- Howard reported that the Essential Air Service (EAS) contract is out for bid, and three bidders—SkyWest, Contour, and Denver Air Connection—will each bring aircraft to Moab for site visits and tours on February 17, 18, and 19; Howard invited MTAB members and appropriate officials to attend and ask questions. He then said that he believes tax revenues are continuing to fall, but believes in the work the MOT is doing. He then expressed his support for Mick Soleta to become the Office of Tourism Director. Board members then debated how occupancy rates are calculated.
- Sharon Kienzle reported that the Moab Information Center and Arches Visitor Center have seen notable increases in visitation compared to the prior year. She said the Arches Visitor Center is currently operating on reduced winter hours (9:00–4:30, then 8:00–4:00 in early March) due to staffing challenges, and has only hired 5 of 15 needed seasonal staff so far; there is no firm date yet for extended hours.
- Commissioner Martinez reported that he has been heavily involved in supporting the Rural Utah Film Incentive, stressing its importance to Grand County's economic diversification. He said he is also working to clarify the TRT "rec/film/convention" breakout within the promotion bucket, with an eye toward potentially funding airport studies, restrooms, and other eligible projects from that portion; he plans to return to MTAB once legal guidance is complete. He then shared preliminary TRT and TRCCA numbers for October/November collections, indicating strong year-over-year increases in

late 2025, and noted that when comparing only the second half of 2025 (post-June, when advertising resumed) to 2024, TRT is down only about 1% year-over-year—showing that late-year marketing significantly closed the earlier revenue gap.

- Ali Harford and Mick Soleta added brief notes about participation in Tourism Day on the Hill and other statewide events and ongoing trade and PR work (e.g., IMM, global markets).
- Lori closed by reiterating appreciation for the board's work, noting that she and Wendell had submitted a personal letter to the County Commission expressing support for Mick Soleta as a strong candidate for the Moab Office of Tourism Director position and acknowledging the challenges and successes of operating without a permanent director over the past year.

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=WP8cN7wynsM>

MINUTES

January 13, 2026 | 1:00 p.m.

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

Workshop

Members in attendance: Lori McFarland, Wendell Williams, Brian Martinez, Jason Taylor, Cora Phillips

Members in attendance remotely: Alex Borichevsky

Non-members in attendance: Ali Harford (MOT), Mick Soleta (MOT), Bega Metzner (MOT), Jessica Kunzer-Pearson (Camp4), Ben Peters (Camp4), Alex Fuller (Camp4), Steve Barry (Camp4), Lesley Rowball (Madden Media)

Non-members in attendance remotely: Heidi Gress (Camp4), Aaron Nigh Herndon (Camp4), Kristen Brockel (Madden Media), Tori Bernard (Madden Media)

Opening Items

Call to Order (00:00:14)

Discussion and Action Items

1. Camp4 + Tourist: Strategy, analysis, and insights report (00:01:11)

- The Camp4/Tourist team (Jessica Kunzer-Pearson, Steve Barry, Alex Fuller, Ben Peters, and others) framed strategy as deciding “where to play and how to win,” and described Moab’s core insight as a place where the land is the “main character” and travel is about feeling and connecting, not just doing.
- Findings showed Moab’s current brand is “trapped between generic and corrective”—a broad “iconic red rock adventure” promise that’s interchangeable with other destinations, coupled with scolding-sounding “respect” messages—while traveler trends and local

values point toward slower, deeper, more relational tourism (guides, interpretation, wellness, night skies, shoulder seasons, softer adventure).

- The team highlighted strong alignment between visitors, residents, leaders, and global travel trends: all favor longer stays, more guidance and storytelling, and less peak-season strain.
- Board members asked about how the history of the MOT and the UOT ties into the current strategy: Lori anchored the conversation in prior positioning work (“world’s adventure capital”) and asked Camp4 to explain why past campaigns like *The Mighty Five* would not be sufficient in today’s environment. The Camp4 team clarified that contemporary travelers are seeking authenticity, emotional resonance, and depth without crowds or lectures, and that sustainable behavior is best driven by an internal sense of belonging rather than externally imposed rules. Lori connected these concepts to Moab’s cultural roots—such as Scout-style “leave a place better than you found it”—arguing that rekindling that feeling “without the lecture” is the real opportunity.
- Commissioner Martinez underscored the need to close the gap between what visitors think their Moab trip will be and the reality on the ground, noting that confusion, lack of preparation, and access issues quickly turn enthusiasm into frustration. He pressed into sentiment data, highlighting that while negative social media comments are a small minority, they are disproportionately loud and must be mitigated through better planning tools and communications. He endorsed framing sustainability as belonging, emphasizing that when people feel they belong in Moab, they not only behave better but are more likely to return.
- The board also discussed resident alignment and control of Moab’s story. Lori stressed that if residents—especially those not directly in tourism—cannot see how tourism tangibly improves their quality of life, the community will struggle to support a visitor-centric brand, regardless of how strong it is on paper. The group reinforced that if MTAB does not define the Moab brand, others will define it for them, leaving the community in a reactive posture where “tourism happens to us” instead of Moab leading its own narrative.
- The Camp4 team then went through what the board can expect during Phases 2 and 3.

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

MINUTES

January 13, 2026 | 3:00 p.m.

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

Regular Meeting

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

Members in attendance remotely: Alex Borichevsky, Howard Trenholme, Rebecca Monceaux

Non-members in attendance: Ali Harford (MOT), Mick Soleta (MOT), Bega Metzner (MOT), Lesley Rowbal (Madden Media)

Non-members in attendance remotely: Florian Hermann, Heidi Gress (Camp4)

Opening Items

Call to Order (00:00:34)

Introductions (00:00:49)

Citizens to be Heard (00:02:10)

Discussion and Action Items

1. Presentation: Florian Hermann (00:02:27)

- Lori introduced Florian Hermann (Hermann Global), explaining that he specializes in European and international tourism markets and has previously worked with the Moab Office of Tourism. Florian then gave a presentation detailing global markets trends and how they relate to Utah travel. His data is sourced from surveys of the Herrmann Global audience.

- Florian highlighted that Utah now ranks as the #1 desired U.S. state among his surveyed international national-park travelers, surpassing California and Arizona, due to strong statewide branding and marketing. He emphasized that international travelers rely heavily on authentic content.
- The board asked if Herrmann Global works with the UOT and its history with the Moab Office of Tourism. Florian also emphasized, from a question from Howard, that US destinations have an opportunity to market to international audiences during the 2026 World Cup. He encouraged Moab not to retreat from international marketing and instead to double down on authentic storytelling and destination-specific content to retain and grow market share.

2. Approval of the minutes: December 9, 2025 meeting (00:27:49)

- Cora motions to approve the December 9 meeting minutes. Sharon seconds. Motion passes unanimously.

3. Approval of 2026 MTAB meeting schedule (00:28:29)

- Sharon motions to approve the same meeting schedule for 2026 as in 2025. Wendell seconds. Motion passes unanimously.

4. Approval of Madden Media 2026 Media PPlan and Review 2025 (00:29:27)

- Lesley outlined Madden’s funnel-based strategy—Discovery, Trust, and Visit/Convert—using tactics such as connected TV, paid social, programmatic display, Performance Max, content collaborations, OTAs, and credit-card-based analytics to drive responsible visitation and measurable economic impact.
- Mick and Ali clarified that the Madden contract totals approximately \$1.8 million, which includes media, website, content, and analytics support, and that an additional \$300,000 in MOT-managed paid media (Utah co-ops, billboards, and in-house projects) brings the total 2026 paid media line to about \$2.1 million. Madden’s direct media buying budget for 2026 is \$1.4 million.
- The board then discussed placing ads based on travel booking windows and ad campaign design, such as designing ads that could target specific events like Easter Jeep Safari.
- Lesley also pointed out that the presentation contains a detailed appendix to further breakdown tactics and placements.
- Wendell motions to approve Madden Media’s 2026 media plan. Jason seconds. Motion passes unanimously.

5. Special Events Marketing Grant Review Subcommittees (00:58:46)

- Ali reminded the board of their current timeline for the Special Events Marketing Grant: the board approved the grant guidelines and application during its December 9 meeting. The deadline for the grant is March 1, so the board has to decide who is on its application review committee.

- The board discussed how many members should be on the committee: four would make it a quorum, and thus a public meeting. The board then discussed making all of its scorecards public, for better transparency.
- Technical difficulties! Switch to MTAB 1.13.26 Part Two video.
- Jason motions to have Howard, Jason, and Cora be on the first review subcommittee. Wendell seconded. Motion passes unanimously.
- Howard makes a motion to table the decision on the second review subcommittee to a future meeting. Jason seconded. Cora motions to amend the motion to include details that the folks in the first subcommittee are not expected to be on the second subcommittee. Jason seconded. Howard amended his original motion to state, “I make a motion that the first subcommittee be myself, Cora, and Jason, and that the second subcommittee will still be determined and will not preclude a previous subcommittee member being on the second committee.” Jason seconds. Motion passes unanimously.

7. Letter to the editor (00:04:09 - new video)

- Moved up on agenda
- Lori introduced ongoing concerns about recent Times-Independent coverage of tourism and marketing issues that contributed to public misunderstanding and social media backlash. Wendell Williams cited a December 31 article that referenced “\$3.5 million” in agency spending in a way that many readers interpreted as wasteful spending by the Moab Office of Tourism, and a July article that inaccurately suggested a “\$2 million glow-up” on branding; he noted that while corrections and takedowns occurred, initial harm remained.
- Cora Phillips advocated a constructive response, praising the “tourism funding breakdown” page created by County PIO Melissa Jeffers and suggesting more proactive tools and clear fact sheets so reporters and the public can easily understand TRT/TRCCA fund restrictions and uses.
- Jason Taylor and Brian Martinez emphasized that any public statement should be coordinated with the County PIO and Commission, making clear that the PIO is the primary point of contact for official tourism information and clarification.
- Mick Soleta described internal discussions about a broader community communications plan to explain what the Office of Tourism does, how funds are restricted, and how tourism supports local services.
- Jason motioned that the Chair and Vice Chair work with Melissa Jeffers to draft a letter to local media that corrects key misunderstandings about tourism funding. Sharon seconds. Motion passes unanimously.

8. Board Member reports (00:29:05)

- Moved up on agenda
- Lori McFarland reported that she and Wendell are preparing a report to the County Commission on 2025 accomplishments and 2026 priorities, invited board input, and encouraged outreach to fill the vacant ninth MTAB seat reserved for a TRT/TRCCA collector, while also monitoring state legislation affecting tourism.

- Wendell Williams reported on new statewide ID requirements for restaurant alcohol service, noted a strong December for local restaurants driven by weather patterns, and thanked Madden Media and MOT staff for their data-driven work.
- Jason Taylor praised the holiday lighting projects (including the lighted bridge), reported on the City's strategic planning retreat focusing on downtown improvements, and described upcoming sidewalk and visibility upgrades near key visitor access points.
- Sharon Kienzle shared that Arches National Park visitation was up in December and for the year, and that Moab Information Center (MIC) visitation was up ~10% year-over-year, with plans to return to extended hours in March.
- Howard Trenholme provided an update on the Canyonlands Regional Airport and the upcoming Essential Air Service (EAS) decision, stressing the importance of reliable air service for tourism and inviting board participation in a January 23 EAS meeting.
- Alex Borichevsky reported his restaurants are on winter break until Valentine's Day, noted strong holiday visitation including international guests, and expressed appreciation for the board's work.
- Cora Phillips announced that the Grand Business Summit is sold out, praised the success of the Electric Light Parade and holiday events, and highlighted growing collaboration between the Chamber, MOT, Economic Development, and the Small Business Development Center.
- Commissioner Martinez said that Moab tourism had a successful end of the year with multiple holiday events, and congratulated and thanked the board for their work.
- Bega said there are exciting film projects coming to Moab in 2026. Mick and Ali reported on international trade and PR efforts, and upcoming industry events (Tourism Day on the Hill, IMM, sales missions).

6. Discussion: 2026 MTAB goals

- Tabled to a future meeting due to time constraints

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=Dm9rHkX2IWs>

MINUTES

January 12, 2026 | 1:00 p.m.

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

Workshop

Members in attendance: Lori McFarland, Wendell Williams, Brian Martinez, Jason Taylor

Members in attendance remotely: Alex Borichevsky, Cora Phillips, Rebecca Monceaux

Non-members in attendance: Ali Harford (MOT), Mick Soleta (MOT), Bega Metzner (MOT) Lesley Rowbal (Madden Media), Katelyn Green (Madden Media), Jessica Kunzer-Pearson (Camp4) Ben Peters (Camp4), Alex Fuller (Camp4), Quinn Hall (Grand County)

Non-members in attendance remotely: Heidi Gress (Camp4)

Opening Items

Call to Order (00:01:29)

Discussion and Action Items

1. Madden Media: 2025 Results and 2026 Media Plan (00:02:15)

- Lesley Rowbal and Katelyn Greene from Madden Media presented an overview of 2025 media buys and successes. Madden reported \$1.79M in 2025 media spend generating 175M impressions, 1.2M clicks, 1M+ paid site users, and 30,000+ room nights directly attributed to campaign exposure, with paid traffic averaging ~1:30 time on site and search users closer to 3 minutes. They emphasized that Moab is generally outperforming peers in key channels. They also highlighted the need for the website and email program to mature alongside media, especially as more traffic and leads are driven into the funnel.

- Board and staff discussion focused on: leveraging strong performance with older/high-spend audiences, improving landing page alignment so high-quality traffic converts, creating short “how-to” videos (getting here, timed entry, realistic spring expectations), and treating big-ticket partnerships (e.g., Jeep/Outside, Topo Designs) as brand-launch or future-year opportunities once the new brand is live and revenue stability is confirmed.
- The board asked about creative, including who creates and evaluates ads, how the public can see what is running, and how effectively the team is tracking and fixing weak points where visitors “bounce” off the website.
- Board members also pushed for a sharper focus on what is working and advocated concentrating more spend in high-performing channels such as Meta rather than diluting budget across weaker ones.
- Commissioner Martinez proposed a near-term short-form video campaign—answering how to get to Moab, how to book Arches, and showcasing “Who is Moab”—as an add-on to the existing plan, along with targeted print for the 55+ audience. Lori, in parallel, probed whether the paid media budget is fully maxed out, how to balance short-term performance needs against longer-term brand partnerships (e.g., Topo and Jeep/Easter Jeep Safari), and how to communicate Moab’s above-benchmark performance back to the community.