

Regular Meeting
Moab Tourism Advisory Board

Grand County Planning and Zoning Conference Room 59
N 200 East, Moab, UT 84532

3:00 PM

AGENDA
April 14, 2026

Zoom And Youtube Meeting Information

Join Zoom Meeting

<https://zoom.us/j/9954689150?pwd=Db5kwh3ysh2rcbnfk3c24w9sosngob.1&Omn=93785056239>

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. **Presentation From Margot Zen, Lead Guest Experience Specialist At Canyon Spirit / Rocky Mountaineer**
2. **Approval Of Minutes: March 10, 2026 MTAB Meeting**
3. **Introduction To Newest Member Of MTAB, Felicia Baty**
4. **Introduction To And Information From New Director, Moab Office Of Tourism, Mick Soleta**
5. **Special Events Marketing Grant - Review Subcommittee For Round 2. Applications Open May 1.**

6. **Discuss And Review Mitigation Grant**

7. **Branding Overview**

8. **TRT/Sales Tax/TRCCA Review**

Adjourn

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees are encouraged to contact the County two (2) business days in advance of these events. Specific accommodations necessary to allow participation of disabled persons will be provided to the maximum extent possible. T.D.D. (Telecommunication Device for the Deaf) calls can be answered at:(435) 259-1346. Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162

It is hereby the policy of Grand County that elected and appointed representatives, staff and members of the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

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 address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings.

Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the Tuesday prior to a regular Commission Meeting and forty-eight (48) hours prior to any Special Commission Meeting.

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.

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=4RZO_wn6WNM

MINUTES

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

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

Regular Meeting

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

Members in attendance remotely: Rebecca Monceaux, Sharon Kienzle

Non-members in attendance: Mick Soleta, Bega Metzner, Diego Velasquez

Non-members in attendance remotely: Alex Fuller, Heidi Gress, Campbell Levy, Courtney Housam

Opening Items

Call to Order (00:14:28)

Opening Items (00:14:48)

Citizens to be Heard (00:00:00)

- No citizens to be heard

Discussion and Action Items

1. Interview Board Applicants (00:17:03)

- Five applicants were invited for interviews. The board interviewed Felicia Baty, who is employed by Vista Host, Jennifer Canter, who is employed by the River Canyon Lodge, and Huseyin Deniz, who owns the Gonzo Inn. Each answered questions regarding their backgrounds and knowledge of tourism tax dollars.

- The board agreed to wait to vote for the new member until they could be sure any other interviewees were not joining the meeting.
- (00:49:31) Brian Martinez said he asked the county attorney, Stephen Stocks, for advice on how to move forward. Stephen joined the meeting and recommended that the board vote for the new member at the current meeting. Lori made a motion to nominate Felicia Baty as the ninth member of the board; Cora seconded. Motion passed unanimously.

2. Approval of minutes: January and February meetings & workshops (00:45:34)

- Cora requested that a quote attributed to her within the February 10 minutes be taken out, and motioned to approve the minutes with the quote removed. Howard seconded. Approved unanimously.

3. Review MTAB presentation to Commission (00:58:06)

- Wendell created a presentation to give to the commission informing commissioners on the work of the MTAB, MOT, and Moab to Monument Valley Film Commission. Wendell went through the presentation, which detailed the board's role, successes of the MOT in the last year, agency partners, and successes of the film commission.
- Board members asked that the presentation include details on how much TRT the board allocated to be spent for mitigation purposes and how TRT dollars benefit the community, both in direct tourism spend and in funds going toward state initiatives.
- The board ultimately praised the presentation, and hoped that they could get it in front of the public.
- (01:21:59) After discussing item 4, Lori made a motion to approve the presentation with recommended changes. Jason seconded. Motion passed unanimously.

4. Review MTAB letter to Commission (01:19:29)

- The board discussed how to ensure that the public understands the board's role and the role of tourism dollars in Moab. Melisa Jeffers, the county PIO, had recently been given funds for local communication, so the board drafted a letter to the commission requesting assistance in communicating with the public.

6. Review Special Events Marketing Grant funding recommendations (01:23:10)

- The Special Events Marketing Grant review committee for the first round of grant applications (Jason, Cora, and Howard) presented their funding recommendations for grant dollars. The review committee detailed award amounts, noting that the grant could only be used for direct ad spend dollars.
- Diego Velasquez, a director at the Moab Museum, answered questions about the museum's application, noting that the museum applied for advertising dollars for four events underneath the same exhibit umbrella.
- The board also clarified that grant applicants needed to have submitted their entire marketing budget, not just the budget for the funds they applied for, which came up for the Outerbike application.

- Alex motioned to approve the grant awards for all grantees except the Moab Museum and Outerbike. Jason seconded. Motion passed in favor with Lori and Rebecca abstained.
- Alex motioned to approve full funding (\$10,000) for Outerbike, pending their sending a budget for \$20,000. Cora seconded. Motion passed in favor with Lori and Rebecca abstained.
- Alex motioned to approve funding for the Moab Museum, pending proof that the museum advertised outside of Moab. Cora seconded. The board further discussed how to ensure that the Museum proves it used advertising dollars to bring visitors from outside of the community to these events, and how to make that a fair process considering the other grant applicants.
- Alex made a substitute motion to approve funding for the Moab Museum with local advertising subtracted. Sharon seconded. Motion passed, with Lori and Rebecca abstained and Howard opposed.

5. TRT/TRCCA monthly review/overview (02:14:52)

- Wendell aimed to present tax dollar numbers, but said that Brian pointed out a discrepancy in which months were presented, saying that the calendar could present some confusion.
- Wendell pointed out that TRT has gone flat in the past few years, and revenue from car rentals has dropped off. But, Wendell said, the board is making progress, and said the MOT and MTAB are starting to see returns in marketing efforts started last summer.

7. Airport discussion potential recommendation (02:19:57)

- The Grand County Commission was tasked with deciding which air carrier to utilize for the Canyonlands Regional Airport. Howard, who also sits on the airport board, said four air carriers bid on serving the airport.
- (2:20:59) Brian gave a legislative update, speaking to a restaurant tax repeal and cuts to the state's rural film incentive.

8. Branding update (02:23:50)

- Mick Soleta included the new brand platform and positioning guidelines in the board packet. He asked board members to review the documents and send comments to himself and Wendell.

9. Board member reports (02:26:06)

- Lori said the tourism season started early this year, and she was doing her best: "it's not a job, it's an adventure."
- Cora said the Chamber was working on local partnerships and preparing for the May golf tournament.
- Alex said his businesses are slightly up from the year prior, and he was excited for patio season.
- Sharon said the MIC had "definitely seen an uptick in visitors."

- Howard said Canyon Spirit ticket sales were up this year, and said he was excited for the season.
- Rebecca reminded board members to RSVP to and attend Red Cliff's reopening event.

2023 Actual Revenues Received													
Category	Mar/2023	Apr/2023	May/2023	Jun/2023	Jul/2023	Aug/2023	Sep/2023	Oct/2023	Nov/2023	Dec/2023	Jan/2024	Feb/2024	Total
TRT	264,524	255,141	856,062	816,468	876,200	1,168,711	661,914	777,801	900,083	861,470	409,436	182,439	8,030,250
Restaurant	23,368	42,749	87,161	84,559	99,173	119,370	81,956	73,518	98,230	90,513	77,343	39,800	917,739
Sales Tax	152,949	167,994	269,567	224,372	251,155	343,182	226,259	277,003	282,154	248,870	228,378	209,091	2,880,974
Hospital	128,613	155,436	298,734	280,264	313,346	395,629	244,795	294,545	323,383	281,312	225,042	172,410	3,113,508
Car Rental	62,289	80,390	164,200	170,158	187,825	209,083	135,210	155,133	191,374	169,259	108,605	74,166	1,707,691
Total	631,742	701,710	1,675,724	1,575,821	1,727,699	2,235,975	1,350,134	1,578,000	1,795,224	1,651,424	1,048,804	677,906	16,650,162

2024 Actual Revenues Received													
Category	Mar/2024	Apr/2024	May/2024	Jun/2024	Jul/2024	Aug/2024	Sep/2024	Oct/2024	Nov/2024	Dec/2024	Jan/2025	Feb/2025	Total
TRT	216,795	439,353	799,014	1,028,543	1,091,222	865,442	677,403	703,577	1,003,914	927,502	301,661	184,644	8,239,070
Restaurant	24,860	44,317	83,067	108,040	99,574	112,338	82,545	89,853	98,489	89,558	58,422	39,914	930,978
Sales Tax	182,527	223,615	262,468	290,136	259,110	280,735	222,980	251,852	292,726	255,535	176,153	203,454	2,901,292
Hospital	147,977	209,080	289,765	348,482	335,414	313,804	245,093	278,406	338,263	305,466	176,539	164,785	3,153,076
Car Rental	62,904	90,478	150,297	173,722	188,404	159,843	124,410	134,513	160,406	144,489	78,506	81,962	1,549,934
Total	635,062	1,006,843	1,584,612	1,948,924	1,973,724	1,732,162	1,352,432	1,458,201	1,893,799	1,722,550	791,281	674,760	16,774,349

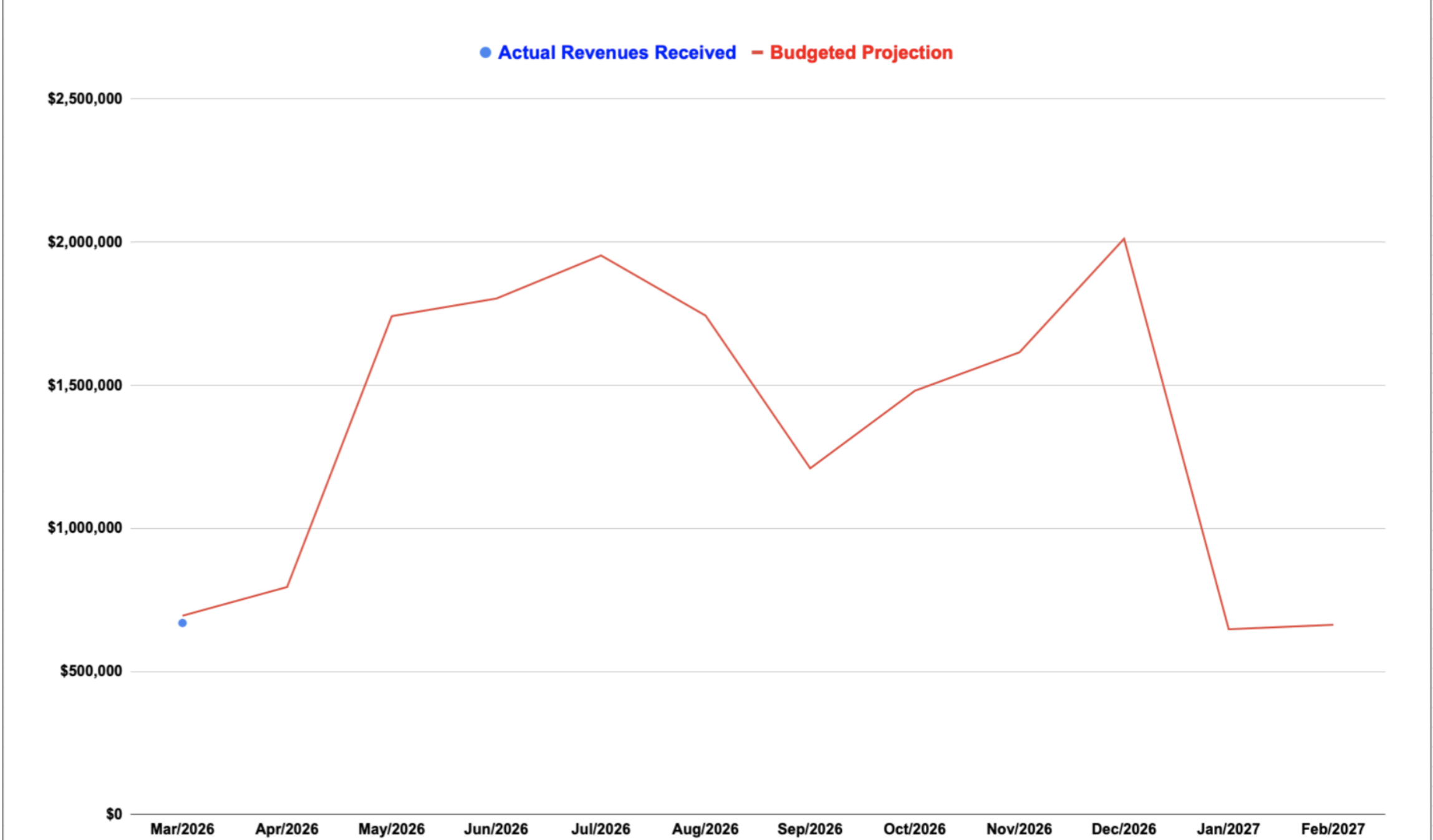
2025 Actual Revenues Received													
Category	Mar/2025	Apr/2025	May/2025	Jun/2025	Jul/2025	Aug/2025	Sep/2025	Oct/2025	Nov/2025	Dec/2025	Jan/2026	Feb/2026	Total
TRT	238,923	328,183	791,678	963,429	1,111,458	723,903	600,243	730,672	835,045	1,277,457	444,805	270,152	8,315,949
Restaurant	38,070	55,757	143,814	114,737	112,600	123,764	73,307	86,962	102,889	104,291	73,462	50,281	1,079,934
Sales Tax	179,404	173,047	295,241	247,313	273,945	307,728	216,322	247,955	272,545	267,817	234,501	250,818	2,966,636
Hospital	163,090	166,827	323,720	303,571	345,051	342,394	224,649	270,271	312,939	335,840	234,042	220,645	3,243,039
Car Rental	76,722	71,179	159,235	147,683	186,524	175,753	113,327	137,675	160,888	183,514	100,646	106,927	1,620,072
Total	696,209	794,992	1,713,688	1,776,734	2,029,578	1,673,542	1,227,848	1,473,535	1,684,306	2,168,918	1,087,455	898,823	17,225,630

2026 Actual Revenues Received													
Category	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2027 Jan	2027 Feb	Total
TRT	286,916												
Restaurant	32,921												
Sales Tax	161,528												
Hospital	131,915												
Car Rental	55,730												
Total	669,010												

2026 Sales and Use Tax Revenue, Budgeted Projection:													
Category	Mar/2026	Apr/2026	May/2026	Jun/2026	Jul/2026	Aug/2026	Sep/2026	Oct/2026	Nov/2026	Dec/2026	Jan/2027	Feb/2027	Total
TRT	\$217,918	\$286,402	\$743,126	\$951,633	\$994,963	\$831,333	\$587,894	\$768,197	\$807,775	\$1,072,154	\$189,565	\$163,188	7,614,149
Restaurant	\$51,164	\$65,307	\$200,729	\$118,991	\$123,632	\$132,010	\$63,061	\$82,168	\$105,541	\$116,712	\$38,002	\$38,496	1,135,814
Sales Tax	\$183,093	\$186,699	\$294,622	\$259,022	\$279,157	\$297,176	\$214,994	\$238,677	\$225,494	\$276,976	\$178,397	\$206,811	2,841,115
Hospital	\$169,375	\$182,036	\$353,802	\$331,541	\$379,178	\$331,852	\$245,127	\$270,871	\$323,270	\$382,134	\$176,353	\$180,201	3,325,739
Car Rental	\$72,798	\$74,249	\$148,192	\$140,837	\$175,578	\$149,850	\$98,074	\$119,996	\$152,206	\$163,061	\$64,789	\$74,084	1,433,713
Total	\$694,348	\$794,692	\$1,740,472	\$1,802,024	\$1,952,507	\$1,742,220	\$1,209,151	\$1,479,908	\$1,614,285	\$2,011,037	\$647,105	\$662,781	16,350,530

TRT	Transient Room Tax; as of 7/1/2025 split 56% for Mitigation uses and 44% for Promotional Uses, county rate increased from 4.25% to 4.5% beginning in Q4 of 2025 (Dec '25)	Hospital	Rural Healthcare Sales Tax; rate increase from 0.5% to 1.0% expected to take effect Q2 of 2026 (June '26 disbursement)	Difference to date, Actual Revenues vs. Budgeted Projection	-25,338
Restaurant	Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax (TRCCA); 1.0% rate	Car Rental	Motor Vehicle Rental Tax (2.5%) Short-Term Leasing Tax (7.0%) Off-Highway Vehicle Rental (7.0%),		
Sales Tax	State and Local Sales Tax (4.85% and 1.0%) and County Option (.25%)				

Projected Revenue													
TAX TYPE 2026	Jan-2026	Feb-2026	Mar-2026	April-2026	May-2026	Jun-2026	Jul-2026	Aug-2026	Sep-2026	Oct-2026	Nov-2026	Dec-2026	Total
TRNC (County Highway & Pub	47,134.74	49,455.18	53,754.84	51,334.68	100,465.50	94,137.68	107,871.47	94,137.15	64,111.71	77,087.46	99,197.95	91,557.64	930,246.00
TRNL (County Highway & Pub	8,521.35	11,126.12	10,839.78	9,441.61	17,141.87	13,973.62	15,402.16	15,996.72	11,328.47	12,282.33	14,807.16	14,140.81	155,002.00
COUNTY (County Option) (10-	70,498.59	86,422.67	78,595.92	76,152.59	129,890.96	113,358.62	130,058.56	123,563.84	90,582.84	105,808.64	113,410.85	129,507.92	1,247,852.00
HOSPITAL (Rural Hospital) (36	176,352.99	180,201.34	169,375.11	182,035.96	353,801.55	331,540.69	379,177.77	331,852.06	245,127.28	270,870.62	323,269.65	382,133.98	3,325,739.00
TRANSIENT ROOM TAX (23-31	189,564.90	163,188.34	217,917.85	286,402.12	743,126.28	951,632.56	994,963.46	831,332.90	587,894.47	768,197.12	807,774.51	1,072,154.49	7,614,149.00
RESTAURANT (22-3150)	38,001.95	38,496.46	51,164.28	65,307.06	200,729.41	118,991.45	123,631.55	132,009.64	63,061.45	82,167.85	105,540.74	116,712.16	1,135,814.00
SALES and Use Tax (10-3130)	107,898.16	120,388.18	104,496.96	110,545.93	164,731.07	145,662.92	149,097.99	173,612.01	124,410.96	132,868.33	112,082.78	147,467.71	1,593,263.00
OFF HWY & REC VHC SHORT T	1,478.47	6,392.57	2,551.77	7,043.05	7,712.90	4,666.27	11,326.91	12,623.38	3,304.80	2,039.01	15,935.88	10,294.99	85,370.00
TOURISM (Short Team Leasing	2,439.23	4,260.54	2,959.00	3,093.76	11,726.74	14,899.12	19,641.17	13,693.50	9,837.13	14,773.60	9,024.90	23,627.31	129,976.00
TOURISM (Short Term Leasing	5,214.73	2,849.77	2,692.76	3,335.41	11,145.29	13,160.74	21,335.82	13,398.90	9,491.90	13,813.35	13,240.23	23,440.10	133,119.00
Total	647,105.11	662,781.17	694,348.27	794,692.17	1,740,471.57	1,802,023.67	1,952,506.86	1,742,220.10	1,209,151.01	1,479,908.31	1,614,284.65	2,011,037.11	16,350,530.00
Tax Type	Jan-2026	Feb-2026	Mar-2026	April-2026	May-2026	Jun-2026	Jul-2026	Aug-2026	Sep-2026	Oct-2026	Nov-2026	Dec-2026	Total
TRT	189,564.90	163,188.34	217,917.85	286,402.12	743,126.28	951,632.56	994,963.46	831,332.90	587,894.47	768,197.12	807,774.51	1,072,154.49	7,614,149.00
Restaurant	38,001.95	38,496.46	51,164.28	65,307.06	200,729.41	118,991.45	123,631.55	132,009.64	63,061.45	82,167.85	105,540.74	116,712.16	1,135,814.00
Sales Tax (2)	178,396.75	206,810.85	183,092.88	186,698.52	294,622.03	259,021.54	279,156.55	297,175.85	214,993.80	238,676.97	225,493.63	276,975.63	2,841,115.00
Hospital	176,352.99	180,201.34	169,375.11	182,035.96	353,801.55	331,540.69	379,177.77	331,852.06	245,127.28	270,870.62	323,269.65	382,133.98	3,325,739.00
Car Rental (5)	64,788.52	74,084.18	72,798.15	74,248.51	148,192.30	140,837.43	175,577.53	149,849.65	98,074.01	119,995.75	152,206.12	163,060.85	1,433,713.00
Total	647,105.11	662,781.17	694,348.27	794,692.17	1,740,471.57	1,802,023.67	1,952,506.86	1,742,220.10	1,209,151.01	1,479,908.31	1,614,284.65	2,011,037.11	16,350,530.00



Grand County - Monthly Sales and Use Tax Revenues (2023-2026)

— 2023 — 2024 — 2025 ● 2026

