



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

3:00 PM

**AMENDED AGENDA**  
**May 12, 2026**

**Zoom And Youtube Meeting Information**

Join Zoom Meeting

<https://zoom.us/j/94535435500?pwd=R7ib1imzdhfdvlueng5arw9rlxh01z.1>

Meeting ID: 945 3543 5500

Passcode: 135246

**Call To Order**

**Opening Items**

- Welcome
- Introductions
- Conflicts Of Interest, Disclosures, Ex-Parte Communication

**Citizens to be Heard**

**Discussion And Action Items**

1. **Approval Of Minutes: April 2026 Meeting**
2. **Rural Film Incentive Program Update From The Director Of The Utah Film Commission, Virginia Pearce**
3. **Special Event Marketing Grant Update**
4. **Q1 Paid Media Results—Madden Media**

5. **Proposal To Invest Additional Funds To Drive Visitation In July And August 2026 (Madden Media) And Winter Campaign Discussion**
6. **Review And Approve The 2026/27 Utah Office Of Tourism Cooperative Marketing Grant Proposal—Madden Media**
7. **Utah Office Of Tourism Fiscal Year 2027 International Opt-In Marketing Programs**
8. **Marketing Toolkit For Moab Businesses**
9. **Letter Of Support For A Grant For Friends Of Arches And Canyonlands Parks From The Utah Department Of Outdoor Recreation**
10. **Arches Shuttle**  
Commissioner Martinez
11. **Sales And Use Tax Reporting Form Updated For April 2026**
12. **Who Is Moab - Watch Videos On The Discover Moab Youtube Channel: <https://www.youtube.com/@Discovermoab>**
13. **Board Member Reports**

## **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 GrandCounty Commission's Office, 125 East Center Street, Moab, Utah; (435)259-1346.**