



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Video Recording](#)

MINUTES

September 13th, 2022 3:00 pm

****Time stamps correspond to the video****

Members in Attendance: Jenny Gleason (Chair), Jason Taylor, Sharon Kienzle, Alex Borichevsky, Mary McGann, Matthew Nieson (for Laici Shumway)

Members in Attendance Remotely: August Granath, Daniel Loveridge, Kalen Jones

Members not in Attendance: None

Also Present: Rachel Bartlett (GCED), Melissa Stocks (Moab Area Travel Council (MATC)), Robert Riberia (MATC), Sarah Stock (Grand County Commissioner), Kevin Walker (Grand County Commissioner), Mark Stevenett (Love Communications), Jonathan Smithgall (Love Communications), Jeremy Chase (Love Communications)

Welcome Call to Order Chair Gleason

Conflicts of Interest, disclosures, ex-parte communication (None at this time)

Citizens to -be- heard (None at this time)

Introductions

Presentations, if any

Data and Grant Update: August Granath

00:04:01

August stated that the month of August 2022 is performing better than August 2021 in terms of occupancy possibly related to the "Horizon" movie production. He continued with a status update of the recently created Flood Relief Emergency Grant. August stated that Grand County will probably not qualify for federal relief funding, e.g. FEMA, and that he hopes to receive aid from the state. He stated that the MOAB! Tourism Grants were awarded, and the STAR Grants are currently under evaluation with the potential to add additional funding to that program. The Special Event Grant monies have been fully allocated, but funds remain in the Community Event Grant program for 2022. Rachel stated that applications were not being accepted for the Community Event Grant for 2022.

Discussion and Action Items:

Consideration and potential approval of applications to vacant TCAB board member position expiring 12/31/25

00:10:39

Sharon motioned to put forth Brian Hunnings's name to the County Commission to be on the Moab Area Travel Council Board. Alex seconded. No discussion. Passed unanimously.



REGULAR MEETING

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125 E Center Street

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Remote attendance option available on Zoom:

See below for instructions to give public comment

Zoom Meeting Info

<https://us02web.zoom.us/j/89142083605?pwd=YXRSRTB1MnBxV253NFBwc0IndVZOdz09>

Call-in: 669-900-6833

Meeting ID: 891 4208 3605

Passcode: 550191

AGENDA

September 13th, 2022

3:00 pm

- **Welcome**
- **Conflicts of Interest, disclosures, ex-parte communication**
- **Citizens to -be- heard**
- **Introductions**
- **Presentations, if any**
 - August Granath and/or Ben Alter (Pending Availability)
 - Data Update
 - Grant Update

Discussion and Action Items:

- Consideration and potential approval of applications to vacant TCAB board member position expiring 12/31/24
- Discussion of marketing plans for the remainder of 2022 in anticipation of potential County Commission approval of additional marketing funds at their September 20, 2022 meeting
- Begin drafting List of Prioritized 2023 TRT and TRCCA Expenditures for final approval at TCAB's October 11, 2022 regular meeting.

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend County Council meetings 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 Grand County Council 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 Council meetings/hearings 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 may be 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. Page 2 of 2 Requests for inclusion on an agenda and supporting documentation must be received by 5:00 pm on the Wednesday prior to a regular Council Meeting and forty-eight (48) hours prior to any Special Council Meeting. Information relative to these meetings/hearings may be obtained at the Grand County Council's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.

Discover Moab Fall Drive Campaign

		2022																			
			September				October				November				December						
		Markets	Estimated Impressions	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	BUDGET
TARGET AUDIENCE : Road Trip Travelers / Outdoor Adventurers		Northern Utah																			
Fixed Costs																					
Ad Serving/Reporting Fixed fee for impressions served through reporting ad server																				\$5,000.00	
Media Channels																					
Broadcast TV & Cable :30 and :15 ad placement targeted for high reach/branding with local news and relevant programming Media partnerships leveraged for additional promotion (\$0 spots, interviews, sponsorships, etc) for 1:1 match		Salt Lake DMA (statewide) Heavy up to Wasatch Front w/ Cable Zones	11,250,000																	\$90,000.00	
Transit Advertising - Wasatch Front High impact branding on UTA busses and TRAX trains 2x TRAX Wrap / 8x Bus King Kongs (Large Format) Media partnerships leveraged for 1:1 match through reduced cost and extended placement		Weber, Davis, Salt Lake, Tooele & Utah Counties	12,625,000																	\$50,500.00	
Digital Billboards - Wasatch Front (8-10) 14x48 Bulletin locations along I-15 and I-80 Media Partnerships leveraged for 1:1 match through reduced cost.		Ogden to Provo	2,000,000																	\$20,000.00	
Salt Lake Magazine Full Page, Full Color ad placement Media Partnerships leveraged for 1:1 match through reduced cost.		Salt Lake, Davis and Summit Counties+	22,000																	\$2,100.00	
Utah Symphony Program Full Page, Full Color ad placement Media Partnerships leveraged for 1:1 match through reduced cost.		Salt Lake County+	19,000																	\$2,000.00	
Utah Opera Program - The Flying Dutchman Full Page, Full Color ad placement Media Partnerships leveraged for 1:1 match through reduced cost.		Salt Lake County+	9,000																	\$1,500.00	
Eccles Theater - Event Program Full Page, Full Color ad placement in Broadway show programs Media Partnerships leveraged for 1:1 match through reduced cost.		Salt Lake County+	140,000																	\$10,000.00	
Paid Social Target A25-65 who have interest in Moab and Arches National Park, in key drive markets. Will utilize the video and will promote static images and copy posts (5x static posts, 1 video)		Weber, Davis, Salt Lake, Tooele & Utah Counties	6,651,000																	\$73,900.00	
Sojern Partnering with a proven programmatic partner that has expert experience in the tourism space, we will be able to leverage their data and in-market insights that tie ad exposure to hotel bookings. We will A/B test creative messaging that includes sustainable language so that we are attracting visitors who will spend more, stay longer and be stewards of the land.		Weber, Davis, Salt Lake, Tooele & Utah Counties	4,909,983																	\$60,000.00	
Tripadvisor We are using display ads and native units on this platform where audiences can be inspired, informed and influenced to visit Moab responsibly. We want a tactical presence on Tripadvisor, marketing to our travel intenders looking at Moab and competitive destinations.		Weber, Davis, Salt Lake, Tooele & Utah Counties	3,601,440																	\$60,000.00	
Expedia Competitively targeted campaign to travelers researching trips to similar destinations For every hotel room booked, Expedia will donate 50 cents to a local non-profit in Moab.		Weber, Davis, Salt Lake, Tooele & Utah Counties	7,803,121																	\$125,000.00	
Total Estimated Impressions			49,030,544																	\$500,000.00	
Total Monthly Spend																					
	Ad Serving/Reporting			\$500.00				\$1,500.00				\$1,500.00					\$1,500.00			\$5,000.00	
	Broadcast / Cable TV			\$30,000.00				\$30,000.00				\$30,000.00								\$90,000.00	
	Transit Advertising			\$25,000.00				\$13,000.00				\$12,500.00								\$50,500.00	
	Digital Billboards			\$6,666.67				\$6,666.67				\$6,666.66								\$20,000.00	
	Paid Social			\$3,900.00				\$30,000.00				\$30,000.00						\$10,000.00		\$73,900.00	
	Salt Lake Magazine											\$2,100.00								\$2,100.00	
	Utah Symphony											\$2,000.00								\$2,000.00	
	Utah Opera							\$1,500.00												\$1,500.00	
	Eccles Theater			\$7,200.00								\$2,800.00								\$10,000.00	
	Sojern			\$10,000.00				\$15,000.00				\$20,000.00					\$15,000.00			\$60,000.00	
	Tripadvisor			\$10,000.00				\$15,000.00				\$20,000.00					\$15,000.00			\$60,000.00	
	Expedia							\$45,000.00				\$45,000.00					\$40,000.00			\$125,000.00	
	TOTALS			\$93,266.67				\$152,666.67				\$172,566.66					\$81,500.00			\$500,000.00	



Grand County Commission,

On Tuesday, September 13, 2022, the Moab Area Travel Council Advisory Board met at a regular meeting to work on a list of budget priorities for expenditure in accordance with transient room tax (TRT) and tourism, recreation, cultural, convention, and airport facilities tax (TRCC).

On Tuesday, October 11, 2022, the Moab Area Travel Council Advisory Board revised and approved the amended list of budget priorities as presented below.

Below is the body's finalized list of expenditure priorities. Items are ranked from greatest to least importance; so, an item determined to be most important in a category will be listed first, whereas a lower priority funding item would be listed second.

Board members in attendance and voting affirmatively to approve at the September 12 meeting: **<INSERT NAMES HERE>**.

Board members in attendance and voting affirmatively to approve at the October 11 meeting: **<INSERT NAMES HERE>**.

Total Projected TRT Collections for 2023: \$8,001,541

I. On "Mitigation" expenditures, projected at \$5,040,970 (63% of Total TRT Collections):

A. The body resolved to make no recommendation for change and instead leave these funding priorities as they are already allocated.

II. On "Establish and Promote" expenditures, projected at \$2,960,570 (37% of Total TRT Collections):

A. **Economic Diversification Activity** Expenditures, projected at \$986,856 (1/3 of \$2,960,570):

1. 2023 Priorities

- a) Strategic Planning
- b) Implementation of strategic planning recommendations
- c) STAR Grant

2. 2022 Priorities

- a) Salaries and overhead for the Economic Development Department
- b) Development of an economic development master plan
- c) Development of a local business expansion program

B. Recreation, Film Production, and Conventions Expenditures, projected at \$592,114 (1/5 of \$2,960,570):

1. 2023 Priorities

- a) Community Event Grant
- b) Film
- c) Responsible Recreation Program - Trail Ambassadors
- d) Moab Art Trails

2. 2022 Priorities

- a) Grand County's match funds for Recreation Hotspot transportation funding
- b) Funding the Moab to Monument Valley Film Commission
- c) Responsible Recreation Program
- d) Establishing recreation, film and convention resources
- e) Understanding tourism and usage patterns

C. Tourism Expenditures, projected at \$1,381,599. This number represents the amount of funds available after the maximum allowable expenditure for Economic Diversification (\$986,856) and Recreation, Film Production, and Conventions (\$592,114) has been allocated from the "Establish and Promote" funds (\$2,960,570):

1. 2023 Priorities

- a) Strategic Planning
- b) Steady, consensus based, community and industry bought in marketing
- c) Brand Planning
- d) Website
- e) Travel and Outdoor Rec Guides
- f) "Moab Steward"
- g) "Moab Ambassador" program
- h) Reporting and telling the TRT story
- i) Increase "storytelling" communications capacity
- j) Increase "data and research" capacity

- k) Special Event Grant
- l) MOAB! Grant
- m) In-town visitor education/marketing

2. 2022 Priorities

- a) Salaries and overhead for the Moab Area Travel Council
- b) Continued marketing program
- c) Development of a local business marketing program
- d) Event funding
- e) Data dashboard for economic data and indicators

III. On TRCCA funds, projected at \$XM:

A. 2023 Priorities

- 1. Support Meeting Tech and Acoustics at the Grand Center

B. 2022 Priorities

- 1. The body resolved to recommend the following two items, should funds be available following expenditure on already-allocated items:
 - a) Purchase of a community stage for the Moab Folk Festival
 - b) Development of pickleball courts

Signed,

Jenny Gleason

Chair, Moab Area Travel Council Advisory Board