



## REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Video Recording](#)

### MINUTES

October 12th, 2022 3:00 pm

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

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

**Members in Attendance Remotely:** August Granath, Brian Hunnings, Kalen Jones, Jenny Gleason (chair)

**Members not in Attendance:** Jenny Gleason, Daniel Loveridge

**Also Present:** Melissa Stocks (Moab Area Travel Council (MATC)), Robert Riberia (MATC), Bega Metzner (Moab to Monument Valley Film Commission), Mark Stevenett (Love Communications), Ben Alter (Grand County Economic Development (GCED))

**Welcome** Call to Order August Granath

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

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

### Introductions

#### Presentations, if any

##### Mark Stevenett, Love Communications

00:04:03

Mark stated that the three marketing campaigns (Fall Drive In, Fly In, and Canada) were finalized and ready to launch. The Fall Drive In campaign is focused on the Wasatch Front, Denver, Colorado Springs, Vegas, Boise, Idaho Falls, and Phoenix. The Fly In campaign is focused on Denver, Los Angeles, Salt Lake, and Chicago. All three campaigns are scheduled to launch in the next two weeks. TCAB discussed the final review and approval of the creative content.

##### Melissa Stocks, MATC

00:08:30

Melissa gave an update on the European sales mission she was on currently.

00:13:00

August shared that the Timed Entry Pilot Program is in the evaluation process and the relevant agencies are gathering feedback from local businesses and the public.

#### Discussion and Action Items:

##### Approval of minutes from June 14, August 4, and August 30th meetings

00:15:00

Sharon motioned to approve the minutes. Alex seconded. No discussion. Passed unanimously.

**Discussion, finalization and approval of List of Prioritized 2023 TRT and TRCCA expenditures**

00:16:07

{Attached "Grand County Commission..."}

{Attached "Travel Council Advisory Board..."}

TCAB discussed the budget review process and their funding priorities. Sharon motioned to approve the list of prioritized 2023 TR and TRCAA expenditures to send to the County Commission. Jason seconded. Passed unanimously.



## REGULAR MEETING

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Held at the Grand County Commission Chambers

125 E Center Street

Moab, Utah 84532

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

**October 12th, 2022**

**3:00 pm**

- **Welcome**
- **Conflicts of Interest, disclosures, ex-parte communication**
- **Citizens to -be- heard**
- **Introductions**
- **Presentations, if any**

#### **Discussion and Action Items:**

- Approval of minutes from June 14, August 4, and August 30th meetings.
- Discussion, finalization and approval of List of Prioritized 2023 TRT and TRCCA expenditures.

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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.

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 Wednesday, October 12, 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 October 12 meeting: Jenny Gleason, Brian Hunnings, Sharon Kienzle, Alex Borichevsky, and Jason Taylor.

**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) Salaries and overhead for Economic Diversification activities within the Economic Development Department
- b) Strategic Planning
- c) Workforce Development
  - (1) Apprenticeship program and on-the-job training
  - (2) Workforce opportunity and needs analysis
  - (3) Education support
- d) STAR Grant
- e) Rural County Grant Match
- f) Business Development
  - (1) USU Moab SBDC Director

- (2) Entrepreneurial Program
- (3) Business Mentorship
- (4) Basic Business Education
- g) Additional department capacity to execute Data/Research, Content/Storytelling, and program development
- h) Commercial Space Development (mindful of water conservation)
  - (1) Incubator space
  - (2) Commercial Kitchen
  - (3) Additional affordable commercial space in general

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

1. 2023 Priorities

- a) Salaries and Overhead for the Grand County Active Trails and Transportation Department and Moab to Monument Valley Film Commission
- b) Moab to Monument Valley Film Commission Budget
  - (1) Increased administrative support
  - (2) Updated production resource directory
  - (3) Familiarization Tours
- c) GCATT's Responsible Recreation Program
- d) Community Event Grant
- e) Moab Art Trails

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) Salaries and overhead for the Tourism division of the Economic Development Department
- b) Strategic Planning
- c) Brand Planning
- d) Consistent and strategic marketing
- e) Visitor Education
  - (1) Printed Travel Guides
  - (2) Moab Steward Program
  - (3) OHV Education
  - (4) Arches Timed Entry or similar

- f) Familiarization Tours
- g) Special Event Grant Program
- h) Additional department capacity to execute Data/Research and Content/Storytelling projects
- i) DiscoverMoab.com overhaul
- j) Short term rental identification and monitoring software
- k) MOAB! Grant

**III. On TRCCA funds, projected at \$1,412,105:**

A. 2023 Priorities

1. Support Meeting Tech and Acoustics at the Grand Center
2. Support improved technology at Star Hall

Signed,

A handwritten signature in black ink, appearing to read "Jenny Gleason", written over a light gray rectangular background.

Jenny Gleason

Chair, Moab Area Travel Council Advisory Board



Travel Council Advisory Board,

On Wednesday, September 28, 2022, the Grand County Economic Development Advisory Board (EDAB) met at a regular meeting to work on a list of budget priorities for transient room tax (TRT) expenditures with a focus on the allowable use to establish and promote economic diversification activities in Grand County.

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 28 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. Outside of the scope of deliberation for EDAB.

**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) Salaries and overhead for the Economic Development Department
- b) Additional Staff Capacity with a focus on Data/Research, Content/Storytelling, and Program Development.
- c) Strategic Planning
- d) Implementation of strategic planning recommendations
- e) STAR Grant
- f) RCG Match
- g) USU SBDC Partnership
- h) Workforce Development

(1) Apprenticeship program and on-the-job training

- (2) Workforce opportunity and needs analysis
- i) Education Support
- j) Business Development
  - (1) Entrepreneurial Program
  - (2) Business Mentorship
  - (3) Basic Business Education
- k) Commercial Space Development (with a focus on water conservation)
  - (1) Incubator space
  - (2) Commercial Kitchen
  - (3) Additional affordable commercial space in general

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

1. Outside of the scope of deliberation for EDAB.

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. Outside of the scope of deliberation for EDAB.

Signed,

August Granath

Director, Grand County Economic Development