



Agenda

Moab Area Travel Council
Advisory Board Meeting
January 12, 2021, at 3:00 pm

<https://us02web.zoom.us/j/81462611474?pwd=TEdObHgyd05tcHVCUUpQVXVUSzJoZz09>

Call-in: (669) 900-6833

Meeting ID: 814 6261 1474

Passcode: 136237

1. Meeting Called to Order

2. Approval of Minutes: December 8, 2020

3. Public Q & A

4. Presentations:

- Kelly S. Bricker, PH.D.
Chair, Department of Parks, Recreation and Tourism
Professor, Sustainable Tourism, Ecotourism, & Nature-based Recreation
Parks, Recreation, and Tourism.

5. Discussion and Action Items:

6. General Discussion Items:

- Appoint Chair and Vice-Chair, and for the record, I am prepared to serve another year as Chairman if the board wishes me to.
- TRT Potential Funding ideas. Tax Advisory Board's role is to consider funding options for the use of remaining TRTs from the 2021 budget and any amounts that exceed budgeted numbers for 2021 in the TRT and TRCC collections.

7. Chairman's Report: Howard Trenholme

- Funding for assured housing mitigation, tourism-related capital projects savings account/set-aside funds, and Moab Chamber of Commerce funding.
- Update on discussion with Senator Lee's office (Justin Anthony).
- Tourism Expectations for 2021
- I hope that the board will prepare better for the budget process and weigh in on advisements as required under current state laws.

8. Directors Report – Elaine Gizler

- TRT Update
- Corragio – Destination Stewardship.
- Dashboard Review.
- Review of New ADS – Robert to present.
- Posters for businesses to put up – Collaboration between Travel Council & Love Communications. UOT May pay for production.
- .Presenting to GCC on 2/2/2021

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9. Committee Reports

- a. Marketing**
- b. Airport**
- c. Chamber of Commerce**
- d. County Commission**
- e. City Council**
- f. Sustainability**

10. Future agenda items:

- The Next Board meeting will be on February 9, 2021

Closed Session(s) if necessary.

Adjourn

Note: In accordance with ADA requirements, those needing assistance or accommodations need to notify the Travel Council at 259-1370 at least 48 hours prior to the meeting.