



## Agenda

Moab Area Travel Council  
Advisory Board Meeting  
January 14, 2020, 3:00 pm  
Grand County Council Chambers  
125 E Center Street

1. Meeting Called to Order
2. Approval of Minutes: December 10, 2019
3. Public Q & A
4. Introduce Andrew Solsvig – Airport Director
5. Discussion and Action Items:
  - a. Strategic Partners Update – Member to update their program.
  - b. FAM Tours
6. Chairman's Report, Howard Trenholme
  - a. Welcome New Board Member – Katy McKay
  - b. Update on the Tax Advisory Board
  - c. Issues with Federal Land Agencies
  - d. Local Tax Collection
  - e. Potential for reimbursements for Local Law Enforcement costs for responding to calls originating from public lands.
  - f. Appointment of Chair and Vice-Chair
  - g. Sub-Committee Appointments
  - h. Are all Board Members Certified (except new members)? Follow up on Audit Report.
7. Directors Report – Elaine Gizler
  - a. Statistics – TRT
  - b. 2019 FAM Tours – Trade Shows
  - c. OSTA
    - Travel Council to help with marketing pickleball possible courts.
    - Rodeo – MATC on guiding marketing efforts outside of Grand County.
    - Call with Kane County – Possible Traveling Rodeo & how to gain volunteers.
  - d. Dinosaur Diamond
    - New Website
    - Focus on bringing more visitation to Utah
  - e. Balancing Act Opportunity
8. Committee Reports
  - a. Marketing
  - b. Airport
  - c. Chamber of Commerce
  - d. County Council
  - e. City Council
9. Future agenda items
  - a. Next Board meeting will be on February 11, 2020

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.**

Date	Name of Tour	Country/State	# of Participants	Type of Participant	Lodging	Outfitter	Event	Meals	Trans.	Campground
2/4/2019	Japanese FAM Tour	Japan	1	Writer, Coordinator & Translator	X			X		
2/22/2019	India Trade FAM Tour	India	4	Tour Operators	X			X		
2/26/2019	Ana Ways / Ana Zirner	Germany	1	Author/Mountaineer	X					
3/17/2019	Belgian Trade FAM	Germany	8	Tour Operators	X			X		
3/21/2019	AU/New Zealand	Australia	5	Media	X	X		X		
3/27/2019	TUI Influencer FAM	Germany	2	Influencers/GoPro Ambassador	X	X		X		
3/27/2019	Audley Travel	England	1	Tour Operators	X	X				
3/29/2019	Gatehouse Media	USA	1	Author/Travel Journalist, Writer	X					
4/6/2019	Simona Sacrifici	Italy	2	Travel Writer/Blogger	X	X		X		
4/13/2019	Australian Journalist	Australia	3	Editorial/Writer/Photographer		X				X
4/18/2019	India FAM Tour	India	1	Freelance Journalist	X					
4/23/2019	KOL Influencers	China	10	Influencers/Bloggers	X	X		X		
5/19/2019	Independent	Scotland	1	Writer/Photographer	X					
5/29/2019	American Travel Ring	USA	3	Tour Operators	X					
5/31/2019	Matt Crossman	USA	1	Backgrounder/Freelancer	X	X				
6/12/2019	Linkd Tourism	Australia/NZ	2	Trade and Sales Director	X					
6/11/2019	Karen Jiang	China	1	Writer	X	X				
6/25/2019	Prize Winner	USA	2	Tour Operators	X	X		X		
6/30/2019	Prize Winner	USA	2	Tour Operators	X	X		X		
7/2/2019	Cividin your Travel Planner Trieste	Italy	1	Travel Planner	X					
7/17/2019	AmeriGo	France	2	Sales Specialist		X				
7/27/2019	Prize Winner Fab 6	USA	2	Tour Operators	X	X		X		
8/18/2019	Selezione Viaggi	Italy	3	Travel Designer		X		X		
9/12/2019	KBC	UK	2	PR & Marketing	X	X				
9/13/2019	UK & Ireland	UK	1	Trade & Representation	X	X				
9/13/2019	Product FAM - Pre UTC - Canuckiwi	NZ/Australia	4	International Rep	X	X		X		
9/20/2019	Rep Germany/Rep China	China/Germany	3	Representatives	X	X		X		
9/26/2019	Swiss Daily Newspaper/Lifestyle Mag	Switzerland	2	Swiss Freelancer	X					
9/30/2019	Little America Travel/Netherlands	Netherlands	2	Writer/Photographer	X	X				
10/3/2019	India Media FAM	India	1	Director/IBEX Expeditions	X	X		X		
10/3/2019	Hotelplan	Switzerland	1	Product Manager	X					
10/4/2019	Alidays Campaign	Italy	2	Travel Writer/Photographer	X	X		X		
10/6/2019	Max Fabbri	Italy	2	Travel Planner/Tour Operator	X	X		X		
10/20/2019	Canadian Film FAM	Canada	3	Journalist	X					
10/23/2019	German Media FAM Tour	Germany	2	Photographer				X		
10/26/2019	Olivier Barthez	Italy	8	Sales Agents	X			X		
10/28/2019	Dark Sky Parks & SLC Dining FAM	USA	2	Writer, Travel & Leisure				X		
<b>Total Hosted</b>			<b>94</b>							