



Agenda

Moab Area Travel Council
Advisory Board Meeting
September 8, 2020, 3:00 pm
Grand County Council Chambers
125 E Center Street

1. Meeting Called to Order
2. Approval of Minutes: August 11, 2020
3. Public Q & A
4. Discussion and Action Items:
 - Cassie Paup – Grant Funding and other options for use.
5. General Discussion Items
 - Discuss a Board Retreat for 2021 to develop a strategic plan to drive our goal of becoming a recognized sustainable tourism destination.
 - Would like Board Members to share their experiences through this “yellow phase”.
 - Discussion of overlapping with Economic Development component of the County to ensure there is an alignment and a consistent, complementary vision for Grand County.
6. Chairman’s Report, Howard Trenholme
7. Directors Report – Elaine Gizler
 - Discover Moab Stats
 - Visa Vue
 - TRT Updates
 - Review Marketing Plan for September – October flow chart from Love.
 - Event Updates Fall 2020
8. Committee Reports
 - a. Marketing
 - b. Airport
 - c. Chamber of Commerce
 - d. County Council
9. Future agenda items
 - Next Board meeting will be on October 13, 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.