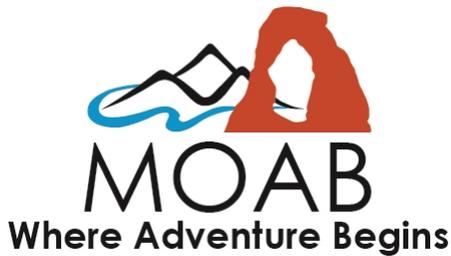


MINUTES



Moab Area Travel Council
Advisory Board Meeting
January 8th, 2019

3:00 pm

Grand County Council Chambers
125 E Center Street

Members Present: Chair - Howard Trenholme, Jason Taylor, Zach Bynum, Cherie Major, Sharon Kienzle, Laici Shumway (arrived at 3:08 p.m.), Jacob Sutor, Rory Paxman (attended by phone beginning at 3:34 p.m.), David Everitt (arrived at 3:07 p.m.)

General Staff: Elaine Gizler, Kelli Day

Meeting called to order by Chair, Howard Trenholme at 3:02 p.m.

Approval of Minutes:

Zach Bynum made a motion to approve the minutes for December 11, 2018 with one correction. In Committee Reports, item "e", *Walnut Way* was corrected to *Walnut Lane*. Sharon Keinzle 2nd the motion, Board unanimously agreed.

Public Q & A: Nothing on this date

Presentations:

Joette Langonese – Dark Skies

Joette reported that if the government shutdown isn't resolved by January 28th, Arches will not be able to be designated a "Dark Sky Park" as there isn't an office in operation to submit the paperwork too.

U of U students came to Moab to do a lighting survey and discovered that more and more of Moab citizens have begun using dark sky friendly lighting. Joette has partnered with local hardware stores to stock more dark sky friendly lighting for the public to purchase. Stipends are also available if anyone in the public wants to replace lightbulbs to become more dark sky friendly. If anyone is interested, guide them to Joette.

Katie Kersys – UTIA

UTIA stands for Utah Tourism Industry Association. UTIA is the voice for the Utah tourism economy and is membership based. They focus on political initiatives, business and educational opportunities. UTIA communicates with the legislator to protect the voice and economy of tourism.

Discussion and Action Items:

Election of Board Chair and Vice Chair:

Sharon Kienzle made a motion to elect Howard Trenholme to be the Chair of the Moab Area Travel Council for 2019, Jason Taylor 2nd the motion, unanimously agreed by all.

MINUTES

Sharon Kienzle made a motion to elect Cherie Major to be the Vice Chair of the Moab Area Travel Council for 2019, Jason Taylor 2nd the motion, unanimously agreed by all.

Discussion and approval of Travel Planner Bid:

Elaine presented the Travel Planner printing RFP bids to the Council. Hudson will print 150K planners for \$43,500.00 which is substantially less than the other two bids presented. Elaine explained that the Travel Council used them before and the quality, delivery and tabbing was as expected. After discussing all options, Laici Shumway made a motion to hire Hudson as the travel planner printer for 2019, Jason Taylor 2nd the motion. All unanimously agreed.

Retreat update:

Elaine reported that at this time finding a facilitator for a ½ day retreat isn't possible. She contacted 2 individuals and their feedback was that a full day retreat would be the only way to make it worth everyone's time. Interviewing everyone prior to the retreat would be necessary to see what issues needed to be addressed. Elaine explained that she would contact the facilitators again to find out what scheduling options were available and send out a doodle poll to receive feedback on a potential date. The Board felt that meeting early in the season would benefit the Travel Council the most since everyone is fairly new and it would help develop the mission and goals of the council.

Rodeo Funding Update:

Elaine Gizler stated that she has not heard anything from anyone affiliated with the rodeo after the board meeting in November. She reached out to Kirk Pearson and he never responded.

Reorder of promotional bags:

Elaine Gizler explained that she would like to order "pouch" bags for FAM tours, giveaways and to help support sustainability efforts of the Moab community. Zacharia Levine and the Grand Center have requested a small number of bags that have already been ordered for use at their events. There will also be 800 bags for the giveaway at the MIC on the 18th. After the delivery of the current order, another order will be necessary. Elaine would like to try the "pouch" style bags.

Review and possible approval of Primal Quest grant request:

The Grant Committee met at the Travel Council office and determined that the Primal Quest event would benefit local outfitters, vendors and other local businesses. The request was for 25K. The Grant Committee felt that Primal Quest should receive 20K. 5K would come from budgeted grant funding and the remainder 15K would be drawn from an emergency marketing fund. Half of the funds would be given to Primal Quest after all permits have been obtained. The remainder would be given after all paperwork has been submitted and approved.

MINUTES

Jayson made a motion for Primal Quest to receive 20K in grant funds, Zach 2nd the motion, everyone unanimously agreed.

Chairman's Report, Howard Trenholme

Discussion of roles in regards to both Travel Council and advisory roles within State Codes, and legislator advisements for new laws/goals for 2019:

Last year was the first time that the Advisory Board produced a document of advisement on how to spend TRT, which was presented to the Grand County Council. Howard stated that the Travel Council has an impact by making suggestions on ways to mitigate and spend TRT funds. Howard asked that the Board plan to make a list and submit it as they did last year to the County Council. Howard also stated that it is the Travel Council's responsibility to assist the County in being aware of other areas to collect revenue throughout the Moab community. As an Advisory Board Howard feels it is a good idea to keep bringing it to the attention of the County Council that other revenue streams should be acknowledged and pursued. Howard thanked the Board for their hard work and commitment throughout the year and also thanked David Everitt for his input in helping everyone understand the proper way to construct and present the information to the County Council.

Directors Report, Elaine Gizler

- a. **Statistics / TRT:** TRT revenue is up 10% through October, current collections are at \$5,129,906.00, which is an increase of \$500,000.00 YTD. discovermoab.com received 2.8 million hits this year, up 32% from last year. The increase is credited to Love's marketing. Local business received 284K hits from our website. The Travel Council is going to start working with Simpleview to gather and utilize data for marketing purposes.
- b. **Bag Giveaway – January 18th, 2019:** The bag giveaway is scheduled from 2 – 4 pm at the MIC. Persons may receive a free reusable bag after giving two examples of how they can support sustainability.

Committee Reports

- c. **Marketing:** Love's focus is on Denver to increase United's enplanements, and train travel. They have been preparing for the outdoor retailer show scheduled to be held in Denver, January 2019.
- d. **Airport:** 14K enplanements for 2018. This is a huge number since the airport opened May 1, 2018. There have been discussions to install solar panels. Snow issues have hampered runway cleaning. 1 flight had to return to Denver because crews were not able to clean the runway fast enough during out last major storm. This has nothing to do with the manpower, the equipment isn't large enough to support such a large runway with the amount of snow received last week.
- e. **Chamber of Commerce:** The Chamber office has been moved and is fully operational. An open house is scheduled for February 2019. The next Chamber luncheon will be at the Branding Iron and will have a Q & A with

MINUTES

the Moab City Mayor. The Moab Business Summit February 11, 2019. There are 5 new Board members, 1 lodging representative seat is open. The Treasury Seat is still open at this time.

- f. **County Council:** Elaine stated that the items on the agenda were meant to be discussed with Jaylyn Hawks, who resigned her seat. Elaine was requesting clarification of previous statements made by Jaylyn on a sustainable tourism group she is involved with. The Board stated that they were curious about what the group's intentions were for the community and what their plans were with the TRT they are trying to acquire.
- g. **City Council:** The City is experiencing staffing changes. Rachel Stenta, currently the City recorder will now be the Moab City Finance Director. The 100 West project turned out to be more complex than originally anticipated. As work was done, other issues turned up that required repair. However, a majority of the project should be completed prior to peak tourist season. Barry Ellison is the new building inspector. The new sewer treatment plant uses a very small amount of water, however electric costs went up due to the new UV system that was put into place to process waste.

Future agenda items

- **Next board meeting will be held on February 12th, 2019**
- **Harold Trenholme will be out of town at the next meeting, Cherie Major will sit in as Chair. Elaine Gizler will also be absent.**

Adjourn: Sharon Kienzle motioned to adjourn at 4:42 pm, Zach Bynum 2nd. Group unanimously agreed.