

## Minutes



**Moab Area Travel Council  
Advisory Board Meeting  
January 9, 2018  
3:00pm  
Grand County Council Chambers  
125 E. Center Street**

Members Present: Howard Trenholme, Lexi Samuelson, Zach Bynum, Jaylyn Hawks, Sarah Sidwell, David Everitt

Members Absent: Sharon Kienzle, Cherie Major, Rachel Paxman

Staff: Elaine Gizler, Callie Whitney, Robert Riberia

1. Meeting Called to Order at 3:04pm
2. Welcome new Board Members
3. Election of Officers
  - a. Chair Sarah made a motion to approve Howard as Chair, Lexi 2<sup>nd</sup> the motion. Passed 4-0
  - b. Vice Chair Lexi made a motion to approve Sarah as Vice Chair, Zach 2<sup>nd</sup> the motion. Passed 4-0
4. Approval of Minutes Sarah made a motion to approve the December minutes, Lexi 2<sup>nd</sup> the motion. Passed 4-0
5. Public Q & A
6. Presentations
  - a. Moab Free Concert Series, Melissa Schmaedick is requesting \$16,700 in funding for the Free Concert Series in 2018 to be held on 4 Fridays in July. They applied for a National grant to help with funding but was not selected in the final 15. They are looking at duplicating the event the same as 2017 but would like to change the time of the event. The Farmers Market seen an increase in sales during the Free Concert Series and suffered afterwards.
7. Discussion and Action Items
  - a. Funding approval for the Moab Free Concert Series, Zach made a motion to approve \$16,700 in funding for the Moab Free Concert Series, Lexi 2<sup>nd</sup> the motion. Passed 4-0
  - b. Assignment of Committees Howard would like to table this until we have a full board present
    - i. Marketing Committee
    - ii. Event/Event Advertising Grant Committee

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- c. Educational programs to the community and visitor Elaine would like to resurrect the Got Water poster, Respect the Desert and create additional message posters to educate the community and the visitor. She is going to make appointments to go into classrooms and talk with the students about the visitor and hospitality industry.
8. Director's Report, Elaine Gizler
    - a. Statistics Arches is down 3% through November, Canyonlands is down 4% through November, visits to the website have increased 5% through the end of the year. Travel Council is working on a new website that should launch in a few weeks. TRT has increased 12% through October.
  9. Committee Reports
    - a. Marketing Committee Elaine reported that Love communications comes every quarter to give a recap on performance.
    - b. Airport Howard reported that the airport is closed for construction and is scheduled to be complete with service beginning on May 2<sup>nd</sup>. Judd was name Airport Manager of the year.
    - c. Chamber of Commerce Lexi reported that the luncheon is next week at the Atomic with a speaker on Zero Fatalities. The annual golf tournament is in a few months.
    - d. County Council Jaylyn reported that they approved the letter from the Travel Council regarding the Park Congestion Management plan and the Fee Increase. They also passed a resolution to increase the collection for car rentals. The tax increase will be effective April 2018. They approved a budget.
    - e. City Council David reported that there are a few potential hotels in the works but they are in the early stages. They city approve \$10,000 in funding towards the MIC bathrooms. The downtown plan is close to approving a firm. The sales tax is down 4% in September but up 5% for the year.
  10. Future Agenda Items
    - a. Next board meeting will be held on February 13, 2018
    - b. Guest Speaker Liz Tubbs and Leigh Ryan with the Humane Society
  11. Adjourn Sarah made a motion to adjourn at 4:25pm, Lexi 2<sup>nd</sup> the motion