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Where Adventure Begins

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

125 E Center Street

Howard Trenholme, Jason Taylor, Cherie Major and Zack Bynum were present for the Board.

Kalen Jones (City) Mary McGann (County) Present

Elaine Gizler, Robert Riberia, and MaryLou Lopez were present from MATC.

1. Meeting Called to Order by Howard @ 3:00 pm
2. Approval of Minutes:
Jason made a motion to approve December 10, 2019, minutes, and Sharon 2nd.
All in favor.
3. Public Q & A – *None*
4. Introduce Andrew Solsvig – Airport Director - Andy said he was glad to sit in with the board and be involved with the community.
5. Discussion and Action Items
 - a. Strategic Partners Update – Member to update their program.
Howard explained what was going on with Strategic Partners. Elaine showed the updated form/report.

Sharon thanked MATC for helping with funds to replace the carpet with money leftover from last year's budget.

Elaine met with Andy from the Airport and are discussing how to promote marketing for Moab. Andy is very interested in the numbers and to be the best partner that they can.
 - b. FAM Tours - Elaine explained the activities that we do and the Fam participants go back share to their area to sell Moab. People are already scheduling for this year. Howard asked how we track the visitors that come to Moab for this. Elaine said we will track the ROI. Elaine is going on a sales mission with the state and will talk with around 400 people from Switzerland. This is a big push for Utah/Moab.
6. Chairman's Report, Howard Trenholme
 - a. Katy McKay was introduced to the board as the new Board Member. The board took the time to introduce themselves to her.

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- b. Update on the Tax Advisory Board with our County and offered our help. Mary McGann suggested Howard go to DC with her.
- c. Issues with Federal Land Agencies
Howard is looking to build a relationship with them.
- d. Potential for reimbursements for Local law Enforcement costs for responding to calls origination from public lands.

He asked Mary to see if we could be reimbursed as he feels that we shouldn't be responsible to pay these for Federal. Mary said we can't tax federal it has to be an Impact Fees. Kalen mentioned a trial program started decades ago.

Recreationists need to pay Federal Law said anything done on the river is not taxed.

The state started taxing, and it went back to federal court and has overturned.

Howard feels there are lots of tourism that are not taxed. Please let Howard know how to help.

Jason talked about the 18 ½ % paying. Look at other outfitters, hiking, etc.

- e. Appointment of Chair and Vice-Chair

Sharon motioned Howard to stay as chair and Cherie 2nd. All in favor. Sharon would like to nominate Cherie to stay as Vice-Chair – 1 st – Sharon and Zach 2nd - all in favor.

- f. Sub-Committee Appointments –
Marketing Committee – Elaine Gizler, Zach Bynum, Jason Taylor, and Laici Shumway will stay on the committee.

Sustainability Committee - Cherie Major and Katy McKay

- g. Are all Board Members Certified – MaryLou spoke with the State of Utah, and the Board Members are only required to take the Open and Public Meeting Act Course.

7. Directors Report – Elaine Gizler

- a. TRT Statistics

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The state is hoping to hire people to work with counties to make sure the TRT is paid. State Tax Commission has not helped us with this. Our office is monitoring and sending anything, not looking right to the state.

Our office is working with all the air BnB and all online bookings. It is not broken down by properties. Elaine will share this info next month.

MATC is setting up a Be in the Know. We want to invite all land agencies, outfitters, hospitality and anyone interested in knowing what our outfitters are offering. We will send an official invite to save the date.

b. Advertising Events.

Elaine will be attending the Showcase Italy and the Sales Mission to China. Elaine is working with SJ County and Grand County to get people to go into Grand Junction, Moab and all south to counties into Colorado. We are publishing new itineraries to get more traffic. We are trying to feed into the Red Emerald.

c. OSTA –

- MATC is trying to help with marketing pickleball – possible courts. Trying to get more here and that should bring people to come to Moab. Howard said the Recreation Committee was not interested in this project as it does not bring income. Elaine said other communities are offering this recreation, and the other communities are happy having them on their communities. Engaging younger kids, not just older people. It something Elaine feels the Community should support this sport.
- Rodeo –

We are working to support the Rodeo. We had a call with Kane County hoping to set up a circuit and how they get their volunteers. Elaine feels there is lots of potential here in Moab.

d. Dinosaur Diamond

- Our office has taken over the website. Take a minute to check it out. The DD goes to Fruita, Rangley, Vernal, Price and Moab. Tourists go into these communities and spend time.

Jason asked of the Moabasaures is getting any buzz, Melissa did put on the website. Documentary on the website that Rebecca gave to download. Elaine has a conference call set up with Colorado for the DD. We are pushing Scenic Byways.

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- Focus on bringing more visitation to Utah and adding another billboard on the north end of town – previously the Village Market Billboard. It will be featured with Do it Like a Local with the slow down in town and stay on the trails.
- e. Balancing Act Opportunity
- This is a lifetime activity that wants to come to Moab and Film and put on Lifetime Channel. The cost would be about 50K to offer information about Moab.
 - Natural history Association 100th Anniversary –

They want to put a marker in every county. They would like the marker inlaid in the sidewalk. Marker is made in SLC. They will have to approve the placing on the sidewalk. Possibly in front of the Museum.

Sharon mentioned the shape of the sign pointing to the direction of the museum and asked if a new one could be installed.

8. Committee Reports

- a. Marketing –
We have not had a meeting.
We are keeping the same people on the Marketing Board.
- b. Airport –
Central air contracts only have one bid.
Denver – United is still the airline, and very successful.
They are aware of community needs for SLC, but nothing is happening yet.
The New Taxiway project will begin in March and ending in July.
We are still working on the Solar Project. GC signed up for this bill.
- c. Chamber of Commerce –
Luncheon is on Tuesday – we will be going over the Census.
Small Business Summit with Grand and San Juan County on February 10th. The registration is on the website.
- d. County Council –
John Curtis and Mitt Romney will be sending someone from their office.
Mary said she has ideas from OSTA to see if MATC can help with recycling bins. Elaine said we already are helping.

Jeep Safari does not come to us; they go through the county.
MATC only goes over Permitting.

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e. The rodeo was talked to about recycling during the rodeo. Elaine will send Mary an outline of what we are requesting. Elaine did talk to SJ County about the needs of this outline. Our office makes sure the date works and facilitates the event. Once the date is approved the event holder starts the application to hold the event.

f. City Council –

Kalen had nothing to report.

9. Future agenda items

- a. Next Board meeting will be on February 11th, 2020
- b. Crystal White – Dark Sky
- c. Possible BLM update.

Closed Session(s) if necessary.

10. Adjourn – Howard made the motion to adjourn - Sharon 1st and Jason 2nd.

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.