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Moab Area Travel Council  
Advisory Board Meeting  
February 9, 2021 3:00 pm  
Zoom Meeting  
Moab, Utah 84532

## Meeting called to order @ 3:00 pm by Howard Trenholme

- In attendance for MATC Board – Howard Trenholme - Cherie Major – Sharon Kienzle – Jason Taylor, Zach Bynum, Katie McKay and Laici Shumway.

Travel Council – Elaine Gizler, Robert Riberia, and MaryLou Lopez  
City of Moab – Kalen Jones  
Grand County – Mary McGann

## Approval of Minutes for January 12, 2021:

Sharon Kienzle made the motion to approve January 12, 2021 minutes, and Cherie Major 2<sup>nd</sup>, all approved.

## Presentations: None

## Discussion & Action Items: None.

## General Discussion Items:

- Travel Council 2021 Budget - Elaine sent out the spreadsheet to have access to 250K for affordable housing 50K for sustainable training. Can change as wanted. Feel free to add to the document, and it will save on the spreadsheet—\$634,170 in marketing in fund balance.
- Tax Advisory Roll in relationship to TRT & TRCC Taxes & Allocation of these taxes.
- Review the 2021 Budget for 2022 spending recommendations

## Board Member Reports:

- Board Member - Training for the Open & Public Meeting Act requirement. Howard asked if any board member had anything to add.

Sharon Kienzle with the MIC said they were working on Covid mitigation. Had to close MIC and Visitor Center. The team deep cleaned while they were closed, it is completed - when ready to open, met with everyone to make sure they were all comfortable coming back.  
Down 68% in 2020 includes 2 ½ months closed, no lectures. The MIC had a sidewalk art competition on the sidewalk.

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2021 is going to continue with the shorter hours. We will start March 8-5. We are waiting to see what is happening with COVID. Primary objective keeping staff safe.

Arches were down 40% at the entrance.

Katie Mckay –

Katie – said January was strong for their properties. Occupancy was up. Conversations with tour groups have communication the clientele will travel in the latter part of the year. March is pretty strong. International has put a dent in the hospitality market. Drive-in market what is feeding in what is making up for occupancy.

Jason Taylor –

Jason said their bookings are looking good and he is optimistic. Jason was grateful as he went to Hawaii, and it was pretty sad to see what was going on with the economy over there. Whole shopping centers were closed, only a couple open. It made him grateful for what Moab was able to pull off during these COVID times.

Zach Bynum –

Zach said it is very challenging hiring people. Bookings are looking strong for the spring.

Howard Trenholme –

Howard talked to John Curtis about revenue for the energy business; John was open about it and said he would talk to his boss.

Howard said while traveling, he saw signage – could they be in town explaining what we are doing? Elaine said the locator boards will be used to put messaging with a QR code to bring up on their devices. It takes everyone getting and giving the same message to keep it united in what we are trying to convey.

Elaine is taking a class at UVU to become more proficient with ED. There is a new group EDAC. Great to have the council work with P&Z – Commissioners. How do we plan going forward. What will be allowed to look for diversifying our county? Elaine plans to bring in other companies to bring in better jobs to keep our kids locally working, looking at taxing for financing what we would have available to offer. Is there going to be money put aside for ED.

Special Events application updating. MaryLou spent weeks updating, COVID Template updated. Brand new app. County events through TC,

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any events at OSTA, we will not be involved. Angela Book will be processing those applications. Anything not OSTA-related is what we will be processing at MATC.

All applications will be going out to SEC for approval. Partners/land agencies met with Elaine and want to give DILAML website exposure. The signs with messaging will be paid for by the TC. They will be going up around these agencies with the same message, so we are all giving the same notice. They are really on board with the TC.

## **Director's Report: Elaine Gizler:**

- TRT Update Elaine shared her screen of the picture of the fund balance. The TC advisory board is possibly asking for some money to go to the sustainability 274K for trail signage out of advertising. Question if any of the funds can be used for expansion of the Trail Heads. Wondering if the County Commission can elaborate how that will work with being used on public lands. 65K for Rec Center. Can the RAP Tax cover that funding instead of our budget. The budget is not finalized yet.. No marketing nor advertising for 2021.

ED Page has been updated on GC Website, asking everyone to relay to constituents about the site to convey the message. I would like emails to educate people about this site. Are there any topics that are tourist or ED-related that you would like added? Let us know. We are trying to provide updated information to the community—everything is designed in-house. Elaine showed everyone all of the pages that we have been working on in house—working with Host Compliance to track every overnight property. It has been uploaded into HC. Elaine explained how HC works and how we can get updated reports.

Katie asked about youth events, and Elaine said we are not working with events at OSTA. We were able to tell them why we need what we are asking for. Elaine said the city could add events but not right now.

Elaine reiterated that the TC doesn't just do ads!

Mary asked when Elaine met with the land agencies, and Elaine explained what the meeting was about. The signs and locations and engage the businesses to use the same signage.

Howard mentioned that the TC recognized and wanted to own the work by adding our logo. The BLM said they would not allow our name on the

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signs since it's coming from TRT dollars and designed in the MATC office; it would be nice to recognize our work. Mary said BLM probably has a rule on that.

Mary would like to report that Elaine met with them. Elaine will send a write-up.

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## Committee Reports:

- a. **Marketing** – Nothing to report, waiting on the budget.
- b. **Airport** – Quiet 1 flight a day down 50 % other business at airport doing well. Katie said they are excited about the train.
- c. **Chamber of Commerce** – Not here
- d. **County Commission** – GC focusing on what is going on at the state – TRT Bill and Raptor state park. Working with city on noise designated HB Code (RECORDING) establish a curfew on utv/atv. Also working on opposing bills as taking rights away from a municipality.
- e. **City Council** – Busy with a state legislator. Bill to take away billboards, and ski towns winter conference on dispersed camping.

## Sustainability:

Katie said they have had conversations with her hometown about affordable housing, and how they have overcome the housing issue. We need places for employees to live. Communicating with community rebuilds. Mary said there is a lot in the pipeline in starting or in the process. Elaine asked if there is an opportunity of using money in the fund balance to go to affordable housing. The state shut down housing to use tourist money. Kalen said the city has about 80 in place of dilapidated trailers. Is there any possibility that the county can put in funds to help afford 200k or more to help build faster? Kalen didn't think that would help. Mary said they have extra money for veterans having trouble paying rent or mortgage. Eight vouchers are available.

## Future Agenda Items:

- The Next Board meeting will be on March 9, 2021