

# MINUTES



**Moab Area Travel Council  
Advisory Board Meeting  
February 11, 2020, 3:00 pm  
Grand County Council Chambers  
125 E Center Street**

Howard, Cherie, Katie, Laici, Jason, Zach, and Sharon were present for the Board. Elaine, Robert, and MaryLou were present for MATC. Kalen was present for the City of Moab.

1. The meeting was called to order at 3:04 pm by Howard.
2. Approval of Minutes for January 14, 2020 – Adding that Katie and Sharon were present. Sharon motioned to approve and, Zach 2<sup>nd</sup> and all approved.
3. No Public present for Q&A
4. Presentations by Crystal White – Dark Skies. Crystal gave a power pint presentation. She talked about how they are trying to get people to buy in and save 35% energy. Use down lighting and use of less light. Use the most efficient bulbs.

In 2018 the process to buy in for this resource was started. Talked about how the Moab light effects the dark skies. Working with different groups to help educate.

The video was done with Finley Holiday talking about sustainability.

Crystal also attended the IDA at Arches National Park. Elaine mentioned a FAM Tour participants from China was very excited about the Dark Skies.

They are monitoring the light within Moab City and Grand County.

What's coming – Friend of the Milky Way. Businesses can become volunteer partners.

Howard said he heard that the Night Skies would be great to promote in July and August to draw people to Moab. Elaine and Crystal have been talking on how to support the Dark Skies in Moab.

5. Discussion and Action Items

Folk Festival Grant for \$10K was voted on. Cherie made a motion to approve the funding and Sharon 2<sup>nd</sup>. All in favor.

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Free Concert Series Grant for \$16,700 was voted on. Sharon made a motion to approve the funding, and Zach 2<sup>nd</sup> the motion. All in favor.

2000 KUER Sponsorship is asking for a donation of 2K for radio station sponsorship corporate heroes – MATC being a hero as a corporate sponsor. Running in Feb and acknowledge during the broadcast. 90.1 station. Great buy-in and a great price, supporting public radio. Howard feels it is great to reach the community and to push sustainability. This would be MATC's way of supporting with bonus spots. Zach and Sharon prefers we table until we can discuss this further. Jason wanted to make sure we aren't already advertising DILAL. Elaine explained this is something different than regular advertising. Laici asked if this is annual. Elaine said this is for this year. Elaine will get more information.

## 6. General Discussion Items TRT and TRCC Taxes

Why we exist in the first place, Howard had a handout to discuss TRCC tax. He would like the Board to let people know we are taking a look at this. The tax is nominal at 1%.

The other packet talks about us as an advisory board; the reason we exist is because of the TRT tax dollars.

Sharon asked if this is a state tax, why are we doing this. Howard said this is the TRCC tourism tax. We are looking for revenue for Grand County. Kalen wants to know how we advocate this. Howard said we go to GC, and they go to the State. Howard would like to look at the TRCC tax closer.

Elaine mentioned why wouldn't the County go after this with the county hurting for money. Cherie wanted to know what other entities can be taxed. Bike rentals, hot-air ballooning, boats, etc.... not collecting taxes on these tourist businesses.

Howard's goal is to save our taxpayers money, and this would be another way to collect money to protect our taxpayers.

Jason asked where does the 1% tax go too. Will it be to build more convention center, trail maintenance, these can help offset costs from the general fund.

Jason asked where the 900K was going too. Elaine will send out to the Board what the budget is for 2020.

## 7. Chairman's Report – Howard Trenholme

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The General Discussion rolled into my report.

How amazing the business summit was. Some of the numbers came through from the State of Utah has the State as the fastest growing State in the US. Lowest Unemployment in the US

Howard feels our economy is thriving. Expecting a great spring. More Hotels will hopefully bring the hotels rates down. The average daily rate is flat. (Elaine) Zach felt the increase is flat. Average running day rate is 152.52 – down .7% - Howard said he takes these numbers with a grain of salt.

## 8. Directors Report – Elaine Gizler

### 1. Statistics –

- TRT – No update
- Occupancy – N/A
- Visa Vue for the 4<sup>th</sup> qtr is down 1% - for the year down 2% Utah included. W/O Utah, it is down 3%. International is down 15%.
- The State does not have an update on the Asian Traveler. Elaine is going to a BM in SLC this week and will see if she can get an update.
- GCTC Website is down 6% at 179,513 visits. – We were down because we started marketing in January 2 weeks later than last year. 18,440 links that went out to local community businesses. US Business coming to the website is up, Canada down 16%, Uk down 9 %, down 10%, the Netherlands down, Switzerland is up
- Articles in outside magazines about Moab do it like a local. Elaine is thrilled with what was in the article. We are one of the few places in the US working on sustainability. The media want to talk to Elaine about what Moab is doing to lead the way.
- Elaine showed a PowerPoint of the setup of the Switzerland trip. 330 Travel agents were trained about Utah.
- Elaine went into the offices and trained agents and project managers. Bring them insight and background. Elaine trained all the product managers. She was selling Moab to them.
- A press release went out last week and reached 31 million people on DILAL, lots of exposure around the country. We were trying to get sustainability out to our community what we are doing. Global Tourism put it on their website and asked Elaine to come to Canada to present. Elaine asked if there is someone in the city she could partner with. Kalen said the city administrator would fill in for Rosemarie.

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- Let us know what new businesses are opening, keeping the international people updated with what Moab has to offer

## 9. Committee Reports

### a. Marketing –

- Marketing had a meeting this afternoon and working with Love Communication.  
Digital Campaigns – digital billboards, ads on TVs in bars, gas pumps. Elaine said, how do we learn from 2019 to move into 2020. Make sure all quarters are better than the last, always looking at how we can be better agency and keeping up with what the State is doing for more exposure. Love is at the top of their game with analysis. Overall the goal is looking at what we've done and increasing things for 2020.
- Meeting with Sustainability Committee Thursday.
- We are still working on marketing Chicago and Austin, people who come to Moab and spend money.
- Elaine is trying to partner with Colorado and working with SJ County to make a loop. GJ and SJ are thrilled to work with this program.
- MATC took over the management of the Dinosaur Diamond – Melissa is working on the website and hoping to get the other counties to travel the DD. We are redoing the map—two maps listing where you can see dinosaurs, and another shows the petroglyphs.
- Washington County is talking with America Unlimited, and we are thinking of running the Mighty 5 in Europe if the State will allow.

### b. Airport

- Up 45% over 2019
- Airport revenues up 63% for activities
- Taxi almost finished
- Artifacts to see
- Howard talked to Andy about increasing the number of different airlines.
- Elaine went to visit Andy at the airport, and they talked about art at the airport in the space, and possible businesses to come in and rent available space.

### c. Chamber of Commerce

- The business Summit was successful with a record attendance of 184 registered. We are already planning for next year. Laici would like to see more involvement with the City and County Council.

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- The website is almost done, maps are being printed and should be ready to distribute next week.
  - April 17 is the annual golf tournament to offer scholarships 2 two HS Seniors from Grand County High.
  - Customer Service Training – Seeing how much interest there is.
  - Membership is up, and it is climbing, ten new members in January.
  - UTIA Has Kaitlyn Esklesy putting on a training.
  - Human Trafficking would be good training for hotels, etc.
- d. County Council – No one present
- e. City Council
- Utah APA is having a meeting on the 26<sup>th</sup> – 8<sup>th</sup> in Moab.
  - City Council annexed a small piece of property south of town.
  - We are discussing a sales tax at tonight's meeting.
  - Restrooms are being discussed with the committee.
  - Hwy construction still in March – Kalen said that was his understanding.
- f. Future Agenda Items
- Next Board Meeting will be on March 10, 2020

Adjourn

Sharon made the motion and Zach 2<sup>nd</sup> the motion.