

MINUTES



Moab Area Travel Council
Advisory Board Meeting
February 12, 2019
3:00 pm
Grand County Council Chambers
125 E Center Street

Members Present: Jason Taylor, Zach Bynum, Vice Chair - Cherie Major, Sharon Kienzle (arrived @ 3:10), Laici Shumway, Jacob Sutor, Rory Paxman, Chair - Howard Trenholme and David Everitt were both absent.

General Staff: Robert Riberia and MaryLou Lopez

1. Meeting called to order by Vice Chair, Cherie Major at 3:05 pm.

2. Approval of Minutes:

Cherie Major made a motion to approve the minutes Jacob Sutor approved and Jason Taylor 2nd the motion. Board unanimously agreed.

3. Public Q & A: Nothing on this date.

4. Presentations: Nothing on this date.

5. Discussion and Action Items:

Rodeo:

Zach Bynum asked if there were any updates on the Rodeo as Kirk Pearson is no longer involved. Kerri Frandsen has said she will help with it. When Elaine Gizler gets back in town, Zach Bynum suggested we can visit with her about this.

Board Retreat: March 22, 2019 9am- 5pm

Cherie Major asked if all the Board Members will be attending. Jason Taylor, Zach Bynum, Cherie Major, Sharon Kienzle, Jacob Sutor, and Rory Paxman plan on attending, Laici Shumway plans on being there for ½ of the retreat and will have someone come for the second half. Laici asked if the questions that were to be asked prior to the retreat were going to be email or phone call. David Everitt and Howard Trenholme were not present to reply if they will attend.

Trip Advisor February 21, 2019:

Elaine Gizler verified that the time is 10am – 12pm with only one session. Cherie Major said to just show up, no registration required. MaryLou needs to send the Save the Date to Laici Shumway.

Customer Service and Leadership Seminar – March 14th & 15th

Sign up in advance on the Grand County Website. Cherie Major highly recommends this Seminar.

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6. Chairman's Report: Howard Trenholme

Howard Trenholme was not present.

7. Committee Reports

A. Marketing

Zach Bynum said there were no meetings or correspondence to report.

B. Airport:

Howard Trenholme was not present.

C. Chamber of Commerce:

Laici Shumway reported that the Board voted to move forward with the Customer Service Campaign. Chamber of Commerce will head up the Customer Service Campaign. The Business Summit went really well with more attendee's than last year. They talked about working on making a difference in Customer Service and attitude towards tourism, there was also a Non-Profit Sector which was very beneficial. Aloha Spirit was talked about, hoping to have as much success educating the residences. Surveys were taken and will help plan next year's CSC. The Chamber is working on 4th of July celebrations with activities and fireworks. The January luncheon was with the Mayor and Karen. They had a Q&A – not many questions. They let everyone know that they want to hear from the Businesses. Laici spoke of the Chamber putting together starter packages for businesses and residences. PTAC will be speaking at the February 12 Chamber Luncheon at the Hyatt Place at 12:00 pm. The Golf Tournament will be April 5th. There were two ribbon cutting ceremonies, Edward Jones and City Market and 4 new members so far this year.

D. County Council:

Rory Paxman had nothing to report, he will have something next meeting.

E. City Council:

David Everitt was not present.

8. Future Agenda Items:

Next Board Meeting will be held on March 12, 2019

Jason suggested a report of the meeting that Cherie Major and Elaine Gizler are attending (Responsible Recreation). Cherie said Elaine has Said she will work on getting a report together.

Adjourn: Cherie Major motioned to adjourn at 3:29 pm, Zach Bynum and Laici Shumway 2nd. Group unanimously agreed.