

Minutes



**Moab Area Travel Council
Advisory Board Meeting
February 13, 2018
3:00pm
Grand County Council Chambers
125 E. Center Street**

Members Present: Rachel Paxman, Sarah Sidwell, Howard Trenholme, Cherie via phone, Sharon Kienzle, Zach Bynum, David Everitt, Jaylyn Hawks, Lexi Samuelson arrived at 3:50 pm

Members Absent:

Staff: Elaine Gizler, Callie Whitney, Robert Riberia

1. Meeting Called to Order at 3:00 pm
2. Approval of Minutes Sarah made a motion to approve the minutes, Rachel 2nd the motion. Passed 5-0
3. Public Q & A
4. Presentations
 - a. Humane Society of Moab, Liz Tubbs, Leigh Ryan and Deb Klaes gave a presentation on the functions of the Humane Society and how they are different from the Animal Shelter. They are interested in funding for the Humane Society as well as educating the community on what they do.
5. Discussion and Action Items
 - a. Assignment of Committees
 - i. Marketing Committee members are Rachel Paxman, Cherie Major and Zach Bynum.
 - ii. Event/Event Advertising Grant Committee the board decided to not fill the committee since they don't meet as much.
 - b. 2017 and 2018 Budget overview TRT-Travel Council, Additional TRT, TRCC Elaine gave the board copies of the budgets and had some discussion on salaries. She would like to go over the budgets periodically so they are not at crunch time around budget season. The County Council has just approved a Budget Advisory Committee that will consist of 7 members to advice on the best use of funds during the budget process.
 - c. SB 136 Increase on TRT and Car Rental Taxes has gone before legislature to increase TRT by 2.68% and increase Car Rental Tax by 2.5% and allocates the increased revenue to the Public Transportation

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Capital Investment Fund. Jaylyn suggested that the County would probably be opposed to this bill.

- d. HB 367 Transient Room Tax Amendments has gone before Legislature to raise the limit on the percentage of revenue from the Transient Room Tax that counties may spend from 1/3 (third) of the 3% to 1/2 (half) of the 3% for counties of the fourth, fifth and sixth class. We could lose an additional \$240,000 from our budget in addition to the \$90,000 that now comes out of our budget for the Moab to Monument Valley Film Commission. We'll lose over \$300,000. David commented that the City is in favor of the reconfiguration of the Transient Room Tax. They want the County to be able to spend more money on mitigating impacts since the Travel Council budget has doubled. Jaylynn commented that the County is in favor as well. Elaine is concerned that we will drive visitation to other states if we keep increasing the taxes.
6. Chairman's Report, Howard Trenholme
 - a. Airport Discussion, terminal building is running slightly behind but they are catching up. Some items were not included in the bid. TV's in the terminal, signage at the entrance and seats for the airport just to name a few. Howard suggested that the Travel council try to fund some Television's for the Airport and we can run ads on them. Jaylyn recommended that the Travel Council do a big PR Campaign if they decided to do that. Rachel recommended that businesses sponsor the seats. Zach commented that it would be a good idea if our budget doesn't get cut. Lexi what is the cost for these items?
 7. Director's Report, Elaine Gizler
 - a. Statistics unique visits to the website are up 4%, digital campaign in November was up 20%, January was up 28%. Elaine wanted to clarify that Love Communications does the purchasing for placements of Radio, TV and digital but all creative is done in house by Robert Riberia. Visa Vue information was released for last year with 135 million dollars spent in Moab which is only domestic spending. For the International traveler, they spent 10 million dollars. These figures are just Visa Credit Card spending.
 - b. Reservation System and Fee Increase, when Alcatraz went to a Reservation System they had a decrease in visitation for 6 months and it took them a year to fully rebound. Communication is critical to make visitors aware of this change. For the international traveler this is going to be a challenge.
 - c. Go West Summit and ABA recap, Elaine met with 45 tour companies and they expressed frustration with the fee increase and Reservation System. They are not booking for 2020 at this time.
 - d. Utah Tourism Conference October 9-11 in Salt Lake City, Cherie went last year prior to the conference she was opposed to the Reservation System but after the conference she has changed her mind if it's done right. Cherie is not in favor with the fee increase.
 - e. Red Emerald Initiative is to find visitors to stay longer and spend more money. Instead of 1 and 2 day stays we want them to stay up to a week.

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8. Committee Reports
 - a. Marketing Committee nothing to report
 - b. Chamber of Commerce luncheon will be held on Tuesday the 20th at the Branding Iron at 12:00 pm.
 - c. County Council is working on the Budget Advisory Committee. Jaylyn told Howard that if the Travel Council wanted to save money for a rainy day fund that would be okay with her. The County is moving forward with pay raises.
 - d. City Council had a Retreat a few weeks ago and defined their top priorities. 1st priority is affordable housing, 2nd priority is water resource protection and the 3rd is to support a broader community vision process. At tonight's city council meeting Kate Cannon will give a presentation about the Reservation System. The concrete pour on the bridge on Main Street went bad and they are working on that. The widening of the highway on the north end is in the works and they are talking about the hot spot funding also.
9. Future Agenda Items
 - a. Next board meeting will be held on March 13, 2018
 - b. Guest Speaker from the Moab to Monument Valley Film Commission
10. Adjourn Sharon made a motion to adjourn at 5:00pm, Sarah 2nd the motion.