

MINUTES



Moab Area Travel Council
Advisory Board Meeting
March 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, and Katie McKay.

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

Approval of Minutes for February 09, 2021:

Cherie Major made the motion to approve February 9, 2021 minutes, and Jason Taylor 2nd, all approved.

Presentations: Jennifer Jones – BLM Moab Office

Jennifer gave a slide show of the BLM Mission. She went over the BLM Fee Authority.

85% of the BLM fees here in Moab are running on; she gave a breakdown and talked about the campground visitation. Business Plan and operations cost analysis. She spoke about the challenges of the campgrounds being kept clean. BLM collection fees were down by 1 million dollars for 2020. Increased trash, vandalism and graffiti. Partnered with Grand County. In the last 2 years Rec.gov and Messaging. Changes coming on the horizon – trailhead expansion and toilet replacements. Parking expansions, paving, and trail improvements.

Katie asked how many people they employ. 6 Park Rangers and one supervisor. Career seasonal. 2.5 law enforcement officers. Volunteers are fantastic.

The dashboard could maybe have a program to receive fees. Collecting Fees costs money. Cost-benefit analysis is keeping them waiting. Talking about starting to collect different fees, they are several years out. Have to allow for public comment.

Jason talked about the permit fees.

Howard talked about the education with the visitors. With signage paid for with County funds, are there rules there? How about the parking. Partnering with the County is excellent to help with these signs. Concerns about the TC Logos, and she feels it is something they can sit down with as a group.

MINUTES

Expansions are in the making depending on the funding available.

Mary asked about the graffiti and vandalism. Is it unique to our area, or is it all over the country? Jennifer said it is all over the US. Awareness to recreate responsibly.

1. Discussion and Action Items:
2. General Discussion Items:

Discussion & Action Items: None.

General Discussion Items:

- Travel Council 2021 Budget - Elaine sent out the spreadsheet suggesting access 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:

- Re-Appoint Committee's If the marketing and sustainability boards don't want to leave, we will not make any changes.
- Reminder of the Board Member Training for the Open & Public Meeting Act requirement.
- Jason – Nothing
- Zach – Just getting busier and should start filling up. Staffing is challenging.
- Sharon – MIC will be going to new hours 8-5 – Might have a couple of park rangers come out and be outside with the lecture series. Arches is very busy.
- Outdoor concert series, rolling money over that we gave them, waiting to hear.
- Katie – Housing and staffing are still a concern. Spring has sprung.
- Cherie, busy and happy, the health department approved the kitchen.
- Howard – Nothing.

MINUTES

Director's Report: Elaine Gizler:

- TRT Update Slide of the change of 2019 to date.
- Budget Update On report above.
- Occupancy Update. Feb the occupancy last year 36% this year 44% average daily rate is still down. Katie said demand had brought the rate down because of the new properties.
- Dashboard Key Statistic Review Repeat visitors to Moab, 3.4% from 500-1000 miles away. It was interesting to see. Elaine had a slide that she showed to the board. Looking at how many miles they travel to Moab. This is based on 2019 data. 2020 wouldn't have given us a real good picture. Elaine will go over with the marketing committee when they meet. This information is all cell phone data.

Robert showed the new poster that was collaborated by land partners. Recreate with Respect. Printed and giving out to be put up around town. Land agencies will distribute out in their area.

Robert gave a preview of the Rack brochure on the OHV requirements for Street Legal.

Mary asked to recognize Kalen Jones when these cards were designed; he put a lot of research and design into these. Can we get these where they need to be? We can send out an email blast to see if they want any and let them know they are available. Elaine will talk to Theresa and the advertiser to see if we can work something out with her to get these out.

Committee Reports:

- a. Marketing – Nothing
- b. Airport - 1 flight a day will be using – exciting two different cities.
- c. Chamber of Commerce – Golf Tournament April 16 – Loni Campbell, new president.
- d. County Commission – Thanking the TC Office for all of the help getting the state park information out. Elaine was very instrumental in helping get this off the ground.
The federal government community project funding. More transparencies – honed in on the problems and helped make them go away. Mary has been working with a law firm in DC in hopes of getting money to complete the bike path on Hwy 128; once again, the TC stepped up to help improve things with the Commission and the TC. The next meeting with the lawyers on Friday, and they are working with the County pro-bono. Elaine thanked Mary and was happy to partner.

MINUTES

- e. City Council Kalen reported that they are hoping the road to be complete before easter. Legislative – damage control. Billboards failed to progress to digital. At the last meeting, 100 thousand dollar grant funding went to a couple of organizations.
- f. Sustainability – Katie connected with the GC High principal about protect and preserve and will have updates at the next meeting.

Howard thanked the city and County for all they did to get us through the COVID for a year.

Future Agenda Items:

- The Next Board meeting will be on April 13, 2021

Meeting adjourned @ 4:42 pm.