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**Moab Area Travel Council
Advisory Board Meeting
March 10, 2020, 3:00 pm
Grand County Council Chambers
125 E Center Street**

In attendance; Howard Trenholme, Cherie Major, Katie McKay, Zach Bynum, and Sharon Kienzle for the board.
Elaine Gizler, Robert Riberia and MaryLou Lopez for MATC
Kalen Jones for the City of Moab and Mary McGann for the County

1. The meeting was called to order at 3:00 PM
2. Approval of Minutes: Feb 11, 2020
Zach Bynum motioned to approve, and Laici Shumway 2nd all approved.
Approval of Minutes for Special Meeting - Feb 18, 2020
Sharon Kienzle motioned to approve, and Cherie Major 2nd all approved.
3. No Public Q&A
4. General Discussion:
 - Partnering with Grand County Council to re-enliven with Rep Curts' Office the federal bill, which would allocate block grant-funded reimbursement for law enforcement costs for rural sheriffs with large percentages of public/recreational lands, like Grand County. This mechanism would alleviate some of the county's costs associated with providing local law enforcement on public lands. Does the county know what % of the sheriff's budget is related to providing this service?
 - Marketing Budget

Concerns over the Corona Virus

Elaine just had a meeting with the marketing committee. Looking at possible areas we can cut. Howard feels we need to continue marketing.

Laici said print is the item to cut right now. We are not delaying digital advertising things that are affecting us.

Love is analyzing everything, and being prudent at what we are doing, looking at repositioning the markets. It is changing daily. Elaine is talking with Love weekly. If we don't do everything in our power to keep it down, We are going to be hurting financially without tourism.

But it is probably a good thing to keep tourists from bringing it in to Moab.

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Kalen asked if this is an opportunity with what we offer for more tourists for fewer people being so close, have the room to be further apart, outdoor activities. Millennials won't be as affected as the older people, so they are working at marketing the younger people (Love).

- Visa Vue Update

Elaine will print out the state out and have a comparison. They pay for part of our Visa VUE, and it allows them to see ours. Down 10% 2019 from the year before – overall for 2019 136.5 million down 10%.

The reason for the 250K turned down the county wanted no more tourists. Elaine wanted to market Austin and Chicago as they can fly in and spend more money in Moab.

Elaine feels the GC Council gives no support to the Travel Council. She feels like they don't find it valuable when she reports.

Zach said we could give them a down and dirty of the numbers.

Elaine feels the city is the same, Kalen feels the City is now appreciating us more as they are seeing it helping them.

Cherie feels Elaine should go to the GC and present, even it is simple and to the point, keep the trends.

Zach said he would go and back up Elaine the whole Board said they support her. Elaine said she would think about it.

Howard said as the business community, he values Elaine and the MATC.

- GSTC – Conference call re-cap – Requesting Contact at City, Tim Odonahue. Kalen Cherie and Elaine felt it was the time and effort.
- Raptor State Park – Did not pas Legislature.
- DHP Visitation San Juan County
- Arches & Canyonlands Visitation: Flat for Arches and Canyonlands
- Camping Information on Printout.

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- U.S. Travel Association Position at large. Elaine was elected to be on this board and will be traveling to DC for her first meeting. Public land details from Mary to take with her to see if she can get support.

- #2 on Trip Advisor Destination.

Howard expressed how proud of all that Elaine does.

- Disclosure Statement

We are all required to sign this – take to Sheriff's office to be notarized and then give to the supervisor.

- Parking Garage

Hot Spot Funding – Travel Board perspective responsibility to our tourists – surprised the city rejected this. Look at what is happening with new building – 500 cars north 324 cars south. All housing in Spanish valley. Town in the evening is at its max. Downtown is so chaotic. The city requires tax to run, and people need to be able to come into town to be able to spend their money, we need places for these cars to park. So will the state say again Grand County doesn't know what they want and we will lose the money again.

Elaine read a letter signed by hoteliers. They want downtown parking for downtown Main street with easily accessible parking with lines, light, time limits.

Sharon heard some of the meetings at the city are being told to park at the MIC. Sharon said it is not public parking. It is paid for by the MIC.

Howard doesn't want to lose parking in front of his store, fearful of losing their parking.

Laici felt it would be good to go the meeting tonight and ask questions and express our concerns.

Parking Meters on Main St.

Shuttle through town and Parking Meters on Main St. Are already in the general discussion

5. Committee Reports

a. Marketing

- Robert presented on the digital billboards in Denver, Colorado.

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- b. Airport
 - Not much to report still working on Taxi – Solar farm is moving forward.
- c. Chamber of Commerce
 - The next luncheon will be at the Moab Valley Inn next Tuesday. The retreat went well. They did a chamber survey on parking structure sent results to the city council and newspaper, which was not a great response. It will be reported at the city council meeting tonight.
- d. County Council
 - Mary gave an update on Sand Flats
- e. City Council
 - Kalen talked about the USU has Utah wellbeing project. Link on the City of Moab website.

 - Howard asked for an update on the construction – Kalen had an email that March 23 starts the beginning of the construction.
- f. Sustainable Committee Report
 - References from Tim McDonahue – Vail, Sadona – Katie (Sadona) and Kalen (Vail) will contact them for recommendations.

6. Future Agenda Items

- Next Board Meeting will be on April 14th, 2020
- Maddie with Active Trails will present.

Closed Session(s) if necessary.

Adjourn

Sharon made the motion and Laici 2nd all in favor.