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Moab Area Travel Council
Advisory Board Meeting
March 12, 2019
3:00 pm

Grand County Council Chambers
125 E Center Street

Members Present Vice Chair - Cherie Major, Sharon Kienzle, Laici Shumway, Jacob Suter (arrived 3:16), Chair - Howard Trenholme and David Everitt.

General Staff: Elaine Gizler, Robert Riberia, Melissa Stocks and MaryLou Lopez

1. Meeting called to order by Chair, Howard Trenholme at 3:04 pm.

2. Approval of Minutes:

Cherie Major made a motion to approve the minutes Sharon Kienzle 2nd. Board unanimously agreed.

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

4. Discussion and Action Items:

A. Retreat:

Raquel Romero will be working on agenda with Elaine and statement will be sent to all board members. Retreat date March 22, 2019.

David Everett will not attend, but will see if someone from the city could attend.

B. Marketing Committee Meeting date:

Jason, Zack and Laici will meet April 3, 2019 @ 8:30 am.

Elaine and Robert met with the Love Communication to discuss advertising on Updating to include sustainability.

C. Rep. John Curtis/Town Meeting

Date confirmed – March 20th Star Hall 8:30 PM

Keep agenda loose, Mayor Emily working with Ruth and Evan. See if Rory Paxman will be legislative guide.

Mayor Emily TRT on Campsites on agenda.

Services tax cut from State Level.

5. Chairman's Report: Howard Trenholme

Kate Cannon will be in council chambers March 19th to discuss reservation system with Arches NP. Howard feels that it is under control with Coach's. David E. feels somethings needs to happen. Howard worries that we will push tourists to other areas if we go to Reservation System. Cherie went to meeting to talk about international tourism and reservation system. Positive look @ possibility of this and keeping visitor experience positive. Jacob and Sharon spoke of turning vehicles away – needs to work on a way to transition this. Talked about

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possibility of keeping booth and visitor center open earlier and later. Howard said lack of funding is possible?? James said it is bigger than that. Sharon spoke of this being seasonal positions. Elaine talked about communication and detail being important so we can educate others.

6. Directors Report, Elaine Gizler:

- A. Elaine introduced Melissa Stocks to the board and explained her role Media Specialists, and included what she has accomplished so far.
- B. 132 registered for the Expo so far with 4 sessions over Thurs.-Fri.
- C. Tourism on the hill had around 500 people and only 1 legislator. Not impressed.
- D. NAJ – RTO Travel Show was a great show Appointments/Follow ups. Reservation System came up often.
- E. Trained Tour Operators at the Geneva Tour.
- F. China UOT Sales Mission, will meet with Reps from Asian Market to stay in Hotels and eat in Restaurants. All parks from Utah will be attending.
- G. Moab Sustainable Tourism Task Force. Resolution for City/County for Sustainability to Partner together. Elaine will draft and send to all Board Members and then will send to Attorney. Getting all involved and break into smaller meetings.
Visitation is down by 29% - CNP, 32% Arches – 19% Dead Horse Point. Howard asked about Audit – Elaine responded that larger counties are being audited about spending for advertising. MATC is being audited form 2015 forward. Chris Baird had to send into to auditor. Howard wanted to know if changes to TRT, Elaine said not this year. Elaine expressed the community has it 3 million stuck in their heads, we do not spend this amount on advertising, there is a budget and want to make clear the monies are allocated by a state law. Elaine asked for back up by everyone. Howard spoke of how advertising does help the local businesses.
- H. Trip Advisor had a good show of about 20 businesses, we will bring them in again.

7. Committee Reports

A. Marketing

Meeting April 3, 2019 @ 8:30 am

B. Airport:

Howard talked about the 7.8 mile runway on being around 400K from

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County.

Tourism is helping. BLM will survey land for expansion.

C. Chamber of Commerce:

Reservation system has been on the radar – encouraging all members to get involved. Laici asked to email her if you can't make the meeting with Kate Cannon on the 19th. Golf tournament for scholarships for local high school seniors will be April 5th. Next Luncheon on April 19th will be at the Atomic Burger, SEU Local Gov. Alliance will be speaker. Last luncheon was not a good turnout. 4th of July the Chamber with Hopefully the City and County will partner with them.

D. County Council:

County representation was not present.

E. City Council:

City engaging with County for land use package moratorium on nightly rentals. Legislator ban did not happen. North end of town widening, Utah is going to advertise in August for bids. 100 W should be completed in a couple of weeks.

8. Future Agenda Items:

Next Board Meeting will be held on May 14, 2019

Adjourn: Sharon Kienzle motioned to adjourn at 4:11 pm, Laici Shumway 2nd. Group unanimously agreed.