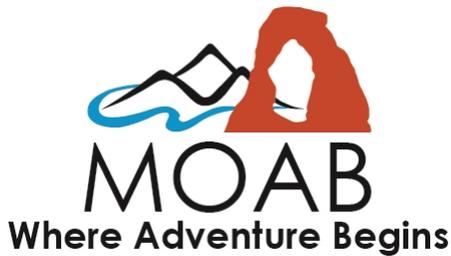


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Moab Area Travel Council
Advisory Board Meeting
April 9, 2019

3:00 pm

Grand County Council Chambers
125 E Center Street

**Howard Trenholme, Sharon Kienzle, Zack Bynum, Cherie Major, Jacob Sutter, Rory Paxman, Jason Taylor and David Everett were present.
Elaine Gizler, MaryLou Lopez and Robert Riberia were present from MATC**

1. Meeting Called to Order

Howard called meeting to order at 3:00

2. Approval of Minutes: March 12, 2019

Minutes were moved to approved March 12 minutes, Approved 1st by Sharon Kinzle and Zac 2nd and all approved.

3. Public Q & A None

The group talked about the Newspaper article not understanding the 3 million TRT. Elaine explained to News Paper.

4. Discussion and Action Items:

a. MATC Retreat Notes (Attached) for review and approval

Howard passed out notes for review and approval. Elaine asked to have it tabled for another date/ Cherie moved to table and Sharon 2nd all approved.

b. Retreat Goals and elaborate on each goal as a statement and which Board Member is responsible for each goal. Set a specific deadline for accomplishing each goal.

5. Chairman's Report, Howard Trenholme

a) Report on the joint council meeting with Rep. John Curtis

Howard didn't join the meeting, but did watch it Facebook live. Did like to have both city and county present. Howard felt there was some contention and Howard feels like counties are missing out. He feels if it keeps moving forward it will work. Remind

b) Re-Compliance issues with Federal Land Agencies –

c) Remind Board Members about training on May 23rd. Howard said if you can't attend that you can take the online course. It will be at the Grand Center. Zac asked if there is for sure an online and Elaine said she will check if there is an online class. It is a required class for all Board Members.

6. Directors Report, Elaine Gizler

New hire – Events Keri Frandsen she is local and knows the area which will help in her job. Melissa Stocks social media is doing a great job and keeping

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Facebook updated. Gaining lots of exposure. Melissa has visited, Eklecticka, Miguel's, Thai Bella, Hidden Cuisine, Spa Moab, Melissa is traveling around to the business and highlighting them. Elaine explained how she is doing. Asked everyone to go to the site and check them out.

a. Update on Statistics

Elaine passed out the Updates to the Board Members. Update on the TRT for 2018, up overall by 6% BM are going over the months and shown where it tapered off. MaryLou is working on the STR to get updated for 2019. Sharon asked if someone who came into her office to put some rack cards in, she is questioning if he needs a business license. Talked about why the TRT dropped and thinking that it's the European market. Zack mentioned about every 4 years. Talked about the cuts to the fall budget, then said it picked up in December. We will get the 2019 update to the BM. Elaine is meeting with the people at the IPW. Howard asked about the budget, Elaine said she will sit down with Chris about the budgeting. David talked about the budgets and increases are more like 2-3 instead of 7-8%. Trying to figure out if it is a quieter winter. David is going to have the state look into it. Maybe room rates dropped during the winter. Rory said rooms have dropped because of the weather. Elaine is waiting for the Visa View report to come in for 2018 by City and State. Spending CO-OP Funds in Southern California and some other areas too. Wants to make sure SC is good to continue. Occupancy was up, but not all motels report (independent) But brand names do. This will help us know what is going on in our area. STAR report went down in 2018 but the occupancy did go up with new motels opening in late August. Down 3% with occupancy. Independent hotels don't report only the branded hotels report actually report. In 2017 we had 2510 rooms and we now have 2576 in 2018, so occupancy was 86.6 against 84.5 Average daily rate down .7% \$154.26 to 153.24. Supply was up.

Elaine met with Kate Cannon, there's a change in CUA that will sort out the information busses will pay \$300 per application fee for each park - nonrefundable and \$15 per person, per trip for both Canyonlands and Arches. Elaine will get the facts when they are completed. Jason explained how it use to be. Rory asked when it will be done, Elaine explained it is a Washington thing. Elaine wants exact figures to give to tour operators. Rory mentioned that 2020 is almost all booked, Kate said they will let Elaine know once it is complete. Vickie Varela is in Washington DC now. Probably not going to go in to effect till January. Golden Eagle passes will not be able to be used. Elaine asked if this can be paid ahead of time, Kate thinks this will be an option. Elaine said we need at least 18 months. Kate is drafting a memo that if there is an overload backed up into the road and she will close the entrance. Most likely Memorial weekend again. This is mandated by the Highway Patrol for safety. Elaine asked her to put it on her letterhead. Sharon said they keep an eye on the camera to let people know.

Mark Finley did a video for accessibility and he brought a gentleman to film in a track/wheelchair and someone doing hand cycling. Mark said it was a successful

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video. Hoping it will be done by in a few months. He will be back to do the river rafting accessibility video.

Will be up to full staff next week.

7. Committee Reports

a. Marketing

Marketing meeting last Tuesday with Love Communications, they talked about moving the co-op from Southern California – maybe someplace that can get to Denver easy then on to Moab. Elaine mentioned the state is changing places, Texas, New York etc. Re-digital highlight report – year round campaign tracked 21 million impressions and 169,837 page views and tracked 214 people that came right into Moab. Southern California had 17 million impressions - 58,000 page views that attracted 177 people to Moab. Elaine spoke of the Pixels to track if the person saw the ad and came to Moab. Love will be here to discuss. Discover Moab Facebook Page had 77K page views. Howard asked for a cheat sheet to understand.

a. Airport – Meeting April 15th

BM next month – Meeting postponed.

b. Chamber of Commerce

Laici was absent – Golf Tournament was successful as reported by Elaine.

c. County Council

Rory still trying to talk with the Reps on the TRT. He passed it on to Mary. Rory speaks with John Curtis all the time. Legislators are trying to push some stuff through. Try to figure out if BLM can pay for their own.

d. City Council

David said it is the budget season, he is working with and keeping track of trends. City is maybe looking at adding it on sales tax for the city, just at the talking 3 year plan. Looking for revenue for city, recreation, cities and counties can add a RAT tax to offset what city spends what it costs to fund the programs. Will be a public approved. Chief Winder leaving. Have a new planning director, Nora Shepards from up north moving to Moab. Replacing Jeff Reinhardt. Planning effort with the county and city putting on a moratorium on new application on hotels. They are all using the same consultant. More public meetings. In the processing stage of the walnut lane property that the city bought to build, very deed restricted in terms of income levels. The planning commission is hearing for another hotel Element on City level. Still waiting on documents where gear head is located for a hotel. Spoke of the boutique food, bar etc. The tram possibly might open it is very convoluted. Is just being worked through. Howard mentioned the Millcreek power damn area, what is going on with power. David said that is being worked on. Sharon asked Rory what the Crazy Horse doing outside of town, Jason is putting in employee housing for 64 individuals for Jason's employees only. Bunk style and a warehouse. Upper level is warehouse. Rory left meeting at 3:50

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8. Future agenda items
 - a. Zacharia Levine will present for Economic Development on May 14th Board Meeting issues of growth.
 - b. Next Board meeting will be held on May 14th, 2019
 - c. Meeting on Way Finding. Better signage. San Juan is working on it already. Elaine will meet with Zacharia later this month. May have an update soon.
9. Adjourn
10. Motioned by Howard moved by Cherie 1st by Jason 2nd and all approved.

Note: In accordance with ADA requirements, those needing assistance or, accommodations, need to notify the Travel Council at 259-1370 at least 48 hours prior to the meeting.