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**Moab Area Travel Council
Advisory Board Meeting
April 13, 2021, 3:00 pm
Zoom Meeting
Moab, Utah 84532**

Meeting called to order @ 3:00 pm by Jason Taylor

- In attendance for MATC Board – Jason Taylor - Cherie Major – Laici Shumway – Howard Trenholme, and Katie McKay
- - Travel Council – MaryLou Lopez and Robert Riberia.
 - City of Moab – Kalen Jones
 - Grand County – Mary McGann

Approval of Minutes: April 13, 2021 – Laici Shumway made the motion, and Jason Taylor 2nd approved.

Presentations: Andrea Brand

Andrea Brand with Sand Flats Recreation Area gave a slide presentation on what is going on at Sand Flats. Updates on the campgrounds.

I have the power point if anyone would like a copy, please let me know.

Questions: Kalen asked if they were doing any educational programs. Andrea said they would be starting up again; the pandemic stopped them and not enough staff.

Well there be any uses for it with the Millcreek parking, or is it closed for all? Andrea said only walkers, drop-offs, and emergency use. They want main parking at potato salad. Jason asked if there was any chance of keeping it open and charge to keep the upkeep; Andrea said no, the BLM had concerns. Any talk about updating lanes for an express lane so people with parks pass won't have to stay in line. They are doing a study on this based on what BLM engineers suggest.

1. Discussion and Action Items:

- **Applications coming in for New Board Member – Interviews to be scheduled.**
- **Recommendation letter to be sent to the Commissioners about TRT spending.**

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How do spend non-marketing money – not let it slip by. One recommendation is an allocation to pay for workforce housing. No budget for this year yet.

2. General Discussion Items:

- Public Meeting Training Requirements. Only one person has not completed it. MaryLou will reach out to them.

3. Board Member Reports

- Sharon Kienzle - Absent
- Katie McKay – Katie is on the road going to the Utah National and State Parks. Her team is sharing photos. She is off to the Grand Canyon and then off to another park. Custom itineraries. She is learning by visiting sustainable areas. Her company will partner with Rocky Mountaineer. Howard asked if they have a location, it might be at the dinosaur museum. We will have a motorcoach to bring people into town. When is the first arrival, Elaine wants to have a big celebration. The first train is on August 15.
- Cherie Major – Absent
- Laici Shumway – She has the community chamber chats. The UTV discussion had a great conversation and feedback to the county and city. The next series is workforce shortage. The workforce is the number one challenge. J1 program for a work visa has been challenging with all the different countries and their own rules—two seasons without these workers. We've added more jobs and not enough workers. Is there any way to sell Moab to people who want to move here to work? Hospitality? Affordable housing should be a focus for all who have a hand in this. Howard feels the TRT can be used for housing as it is tourist-related. Mary said the state legislatures are not supporting. I need to check with Christina Sloan. Funds collected are being used for Walnut Lane housing. The golf tournament had a great turnout. Airport ribbon cutting last week and my place hotel will have a ribbon-cutting. Berkshire will have one on their updated reopening. LionsBack luncheon. The city is putting on the 4th of July, and the chamber is helping with booths. Chamber has a job opening part-time for social media websites, emails, and answering phones.
- Jason Taylor – No budget – no meeting.
- Howard Trenholme – think as a board, we need to be helping with hospitality. Make a great experience for visitors to want to come back and be sad to leave. The workforce industry is not able to find workers. We need to have visitors coming back. We need to break down barriers and start planning for the future. We need our government agencies to step up

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and support tourism. Mary was feeling attacked. Howard said our hands are tied. He feels employers are having issues getting employees. Howard was very frustrated and asked that we work better together and keep it alive. Elaine is one of the most outstanding women working in this community.

Jason asked what happened with the Covid #s. Mary said there is some communication breakdown. Mary is trying to get to the bottom of this. Jason feels like as a community; we are not getting accurate information anymore. Mary will let Jason know what Jen finds out. Mckell expressed businesses are closing because of the Covid.

4. Directors Report – On Vacation

5. Committee Reports

a. Marketing - None

b. **Airport** – Flights to Denver and SLC – lots of excitement out there. Hold on to any new development. Federal funding helping the airport.

c. **Chamber of Commerce** – Laici report up above.

d. **County Commission** – Mary talked to Debbie Dull from Rocky Mtn Power to start the blue sky process. If the airport wants to move ahead to maintain the airport, there is plenty of real estates to make it happen— Brian Torgeson meeting about solar farm property. Volunteer noise checks at Sand Flats. It is not encouraging people to come out to watch because of space. Anything discussed the graffiti on the rock. Mary said this is nationwide. Mary spoke with the interior department about starting to have staff to keep people from doing stuff they aren't supposed to be. Mary is talking about changing their agenda to honor employees first so the public can participate. Talk of any in-person meetings, talking about a hybrid type meeting.

e. **City Council** – City passed a noise ordinance similar to the county. We are talking about scooter rentals. Utah laws do not allow local government to say outright no. Citizens to be heard for input. Trailmix is working on a pilot program for e-bikes on the trail north of town. Mixed uses. Join project. Hot spot funding UDOT (pilot) shuttle project. Solid Waste has completed the acquisition with Solid Waste District and will be picking up the trash. Council has talked about an in-person meeting. They decided to hold off with the spike.

f. **Sustainability** – Partnering with Rocky Mountaineer. Training session before the first arrival – Leave no trace. High spending clientele

6. Future agenda items:

- The Next Board meeting will be on June 8, 2021, @ 3:00 pm

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- Possibly Rocky Mountaineer. Kaite will check if she can set this up

Meeting adjourned @ 4