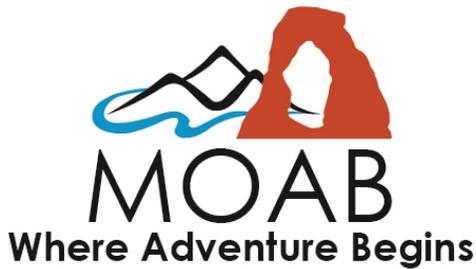


Minutes



**Moab Area Travel Council
Advisory Board Meeting
May 8th, 2018
3:00 pm
Grand County Council Chambers
125 E. Center Street**

Members Present: Howard Trenholme, Zach Bynum, Laici Shumway, Sharon Kienzle, Jaylyn Hawks, David Everitt, Cherie Major, Sarah Sidwell

Members Absent: Rachel Paxman

Staff: Elaine Gizler, Kelli Day, Robert Riberia

1. Meeting called to order by Howard at 3:02 pm
2. Approval of Minutes
Howard made a motion to approve the April minutes, Cherie 2nd. Passed 8-0.
3. Public Q & A
4. Presentations
 - a. Jim Winder, Moab City Police Chief, Guest Speaker
Jim introduced himself and spoke of the success of the Jeep Safari, Fallen Peace Officers Ride and the Moab Car Show. He reported that there were approximately 12000 tourists in town just for car show with a minimal number of disturbances. He feels that the tourists who visit Moab have a strong perception of Moab being a fun and safe place to visit.
Jim stated that one of the biggest differences he has noticed in rural policing is his staff must be involved in the engagement, problem solving and follow-up on a more personal level of each call they respond to. In his opinion this makes policing in Moab both more complex and simply at the same time.
Howard asked Jim what the police department's view is on the homeless population and what options are available for policing it?
Jim stated that his staff addresses people living in the wooded areas, parks and other restricted areas. His staff has been directed to educate individuals on the dangers due to fire hazards, waste and the other elements involved. He feels that the city and county need to address expanding services for all individuals, and address temporary housing options. Also assisting the mental ill and implementing a program to assist someone who is recently homeless to prevent them from ending up in a more desperate situation.
Howard inquired about a "safe" homeless area where individuals could set up a temporary living situation. Jim stated that this would be faced with permitting issues, expenses for sewage, and basic humanitarian needs.

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There would also be the issue of employing someone to enforce rules to ensure the safety of all involved.

- b. Howard asked for input on how the housing status of Moab was impacting the tourist industry and if there were ideas or suggestions on how to improve the situation. Elaine stated that Zacharia Levine had completed a 19 page report on affordable housing and the outcome was bleak. She also stated that he was doing a second report to gather more information and suggested that he be invited to a council meeting to discuss the outcome and present ideas on future housing plans. Other suggestions and input for securing funding for housing included: Asking the Budget Advisory Board to discuss options, using a portion of TRT, investigate what other cities and towns have done that were faced with this same situation and what they did to remedy it and, request that the State of Utah revisit how we are allowed to use our current funding.
5. Discussion and Action Items
 6. Chairman's Report, Howard Trenholme
 - a. Howard thanked the members who attended ACT training.
 - b. Laici Shumway was introduced as the new board member, replacing Lexi Samuelson.
 7. Director's Report, Elaine Gizler
 - a. Statistics: Arches National Park visitation increased by 10% from last month, Canyonlands visitation is even with last month and Dead Horse Point has increased by 40% from last month.
 - b. Elaine will be attending IPW May 18th – 24th. There are many FAM tours in Moab prior to and after IPW
 - c. UTIA Meeting in October, Elaine is planning to attend.
 - d. Elaine will attend The Travel Alliance Partners Travel Show June 4th – 7th
 - e. The new website for discovermoab.com was launched. Website visits are up 28% for March and 33% for April.
 - f. An email was sent to all Moab business' requesting input/feedback on adding pixels to their web sites. It will measure how many clicks are attached to the site. This will not affect proprietary information.
 - g. A 30K clerical error occurred for travel show costs. This error is being fixed so that the budget reflects accurate figures.
 8. Committee Reports
 - a. Marketing Committee – Zach reported that no meeting was held, nothing to report.
 - b. Airport – Howard reported that there is a large amount of traffic and that this is unusual for a new airport. It will be closed from 7:00 p.m. to 7:00 a.m. in the near future for grooving, which is done for water management. This will not impact the flights. There are still many items that need to be addressed on the final punch list however, the airport is fully functional. The parking lot is being prepared and will soon be able to accommodate 200 vehicles. Grand Opening for the airport is June 2nd, 9:30 am.
 - c. Chamber of Commerce – Laici nothing to report.

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- d. County Council – HB 224 is currently at the AG's office waiting to see if it is constitutional. If found to be, other action will follow.
Jaylyn reported that the Trail Mix crew has been busy performing much needed maintenance and has requested a large truck to assist. Is it possible to get any funding from MATC as the trails are benefiting tourists? Elaine stated that the 2018 budget has been completed, however she is willing to look into it for 2019 and present the request to the Budget Advisory Board.
 - e. City Council – A formal public hearing is being held on May 8th to discuss budget issues. The actual budget will be formed in May.
A meeting was held with individuals on the northwest business side to begin conversations about parking and the needs for pedestrians, bikes and cars.
Utah state tax showed a 7 – 8 % aggregate increase.
USU is in the preliminary design phase.
The 191 improvement phase is complete.
The food truck court is moving forward after a fee issue slowed production. At this point, it is back on track.
100 West has a sewer upgrade planned for the end of summer 2018.
Plans are in place for travel to be diverted around the construction.
9. Future Agenda Items
- a. Next board meeting will be held on June 12, 2018 3:00 p.m.
 - b. Adjourn, Howard made a motion to adjourn the meeting at 4:40, Sarah 2nd the motion. The Board unanimously approved.