

MINUTES



**Moab Area Travel Council
Advisory Board Meeting
May 12, 2020, 3:00 pm**

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14 g6 yes, one no, 7 awaiting

Description: Here is the updated google meets information for the public if they want to join with their camera. If not the dial-in is 1 402 920 6203 Pin 835 243 534#

In attendance: Howard Trenholme, Cherie Major, Katie McKay, Zach Bynum, Jason Taylor, and Sharon Kienzle for the Board. Mary McGann, County Council Representative, Kalen Jones. City Council Representative, Robert Riberia from Travel Council.

Meeting Called to Order: 3:00 pm Howard called the meeting to order.

General Discussion Action Items:

\$500,000 revised COVID- 19 Recovery Marketing Program in Drive Markets -Request for approval by the Travel Council Advisory Board to take this request to the Grand County Council.

Flow chart from Love Communications mapped out by month. (see attached flow chart drive markets).

Jason made the motion to ask the County Council to approve the program.

Sharon Kinzle seconds the motion.

Love had excellent information to focus on drive markets, not international. Howard asks can County support.

Elaine indicates that the Travel Council has no funds and not sure of the Fund Balance, Budget Officer, to confirm what is available. The program is to recoup some of the TRT that was lost. We have drive markets covered in this plan. Radio was mentioned by an individual to consider in the program.

Jason- This is the recovery program for the County. People coming to town spending money is the County recovery. Need to have the City, County, and Chamber on board.

Laici- we need to come out saying this is going to make a sacrifice to come up with this money. We need to be part of the discussion on what is the priority and the recovery plan.

Howard- can we have UOT provide grant funding? These are exceptional circumstances; instead of matching grant, can we have an ask for a contingency to say we need your help. Sees County resistance since they do not have the funds.

Elaine- the state does not have the funds currently. The grant money was allocated no additional funds until the new fiscal budget until September when allocations will happen.

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We will be submitting our grant requests. We do not know what we have in the fund balance, and we need to ask for this support coming in the fall season to generate TRT.

Zach- two-month delay on TRT, when does the County receive the funds?

Elaine- seems to think the County receives the funds when they are allocated, which has a two-month lag.

We are currently 500,000 behind 2019. Contacted the Denver EDA office to secure some grant funding. I am waiting for a callback and researching everything and anything to take the pressure off the County.

Howard- We have to spend the TRT money and follow the rules. What comes in has to pay the way the law reads.

Howard requested a motion to approve- \$500,000 All in favor say, Aye. All responded in support.

Item 2. Travel Council to submit Grant Funding for 2021- Out of Travel Council, \$275,000 submit a request for Chicago and Austin fly markets. Request 50% match from Utah Office of Tourism for a total of \$500,000.

Sharon made the motion to approve the \$275,000.

Laici seconded the motion.

Discussion- Mary McGann, talked to Elaine as to where the money will come from and anxious to get the information about the Fund Balance and how it is going to work.

Item 3- Face coverings for the locals and the businesses. It was recommended that I go to Fema, no available other counties ordering masks. We have no funding discussions about options.

Sharon said the state is offering masks to Utah residents, and businesses are to supply businesses with covers. Do we need to worry about this, everyone is supposed to provide their staff with masks.

Howard- secured PPE for one week, a lot of business owners trying to get masks, and when we do have the funding, we try to get masks. We have not funds to purchase masks.

Mary McGann- asks about masks can they made produced masks. How are the motels doing?

Elaine- have had comments that visitors are not wearing masks, people coming from Colorado not wearing masks. Hotels only have 15 to 20% of the allowed allocation.

Operation costs have to be significant to open with limited occupancy.

People are confused, telling people calling to wear masks, TC printed posters, delivered to businesses and Robert placed in the Locator boards around town.

Howard- even with signs asking people to wear masks, they are not wearing, I am wearing a mask to protect the visitor. Can we tell UDOT to have the large signs on the highway saying to wear masks? May not cost us anything.

Laici- up to our businesses to ask people to wear masks? Don't want to create any confusion.

Howard responded. Laici we do not want the messaging to be confusing.

Elaine- reviewed the Governor's orders, if we ask, and in a way that encourages wearing masks. Review the Utah Leads Together-High, Moderate and Low risks. Does mention face coverings. I have reached out to FEMA and other agencies since we have no many for masks.

Chairman's Report:

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Congressional House Bill 662- Howard asks Board Members to take a look and review. BLM Lands and Forest Service. How much time did the Sheriff spend on public lands for emergency calls? The bill has a formula that will calculate the amount of time spent on public lands. This bill was presented in January 2017, and Chaffetz left office soon after. Howard sent to Curtis, Lee, and Romney to help revisit this bill.

Mary McGann- feels that our legislatures should up the PILT funds to off set the costs and would not be so earmarked. She has talked to the legislators, and we should come up with a way to lobby for the PILT money.

Airport Federal Grant: Airport received grant funding from the Federal Govt. they sent a check for over one million dollars. Meaning that the funds allocated from the taxes could now come out of the grant funding. Mary McGann responded that she does not know how this will work as still waiting for the budget to be confirmed, and this may be the buffer.

Directors Report:

Robert and I are holding down the Travel Council. Agenda added to the site had the wrong information and had to be updated to a Google call. Next month will be another on line call. Visitors calling about Dispersed camping, they are confused, no public camping look at commercial campsites. National Parks open on May 29th, no camping in the park.

Dead Horse Point open and TC collaborated on the production of the new video. Grand Funding requests for the DHP night ranger program and for Dalton Wells area for camping improvements.

Sharon, visitors centers will not be open on the 29th when parks open.

Committee Reports:

- Marketing
Covered everything, Zach meeting a couple of weeks ago covered what we discussed.
- Airport- Howard did review earlier under Chairman's report.
- Chamber- Stay on top of resources, hired new assistant, working with Samantha Bonsack on the Task Force, mask-wearing, campaign to have employees wear masks. Speaking with Salt Lake Chamber, webinars. I moved the offices to the basement of the Zions and will also be telecommuting. I was working with Hospitality Network.
- County Council- Working on the budget next week for a recovery program.
- City Council partnering with city and County for best practices, Mayor made a video about mask hack. People coming here think they are risk-tolerant. The City is working with ULCT to try to get Cares Act money and some will go to Grand County that is to be negotiated—looking at shortfall mid 20%.

Council has next year budget July till next June and will be looking at some hard cuts and not as dramatic as some of you have faced.

District Board that gets TRT money and waiting to see what funds come from the County. He realizes how important the advertising is.

Jason asks- do the city and County have a recovery plan? Kalen- nothing that he is aware of, Mary responded the County is in the baby stages.

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- Moab Information Center- taking their lead from the Park Service, may open when the parks open, but need to confirm Hand sanitizer stations, Plexi up., still will have map table up since it is used frequently and will be wiped down. If a large group comes in, limit the number to enter, masks coming, plastic totes for employees. The concern is with her staff, several working that is in the high-risk category.

Sustainable- Katy McKay, several conversations with different people about Sustainability, reached out to Jennifer from Sedona. I talked to Dan Seek, part of the Sedona Destination Management Organization. He provided materials for review to use COVID to review how visitation moves forward. How to market to the right clientele. A lot of different obstacles but opportunities to move to a sustainable destination. Demand is still here; people have questions. Our main goal is to preserve the experience. We have a lot to offer.

Mary- Request extra funding from the Government as an area that has been dramatically impacted by this virus.

Meeting adjourned- Howard.