

MINUTES



Moab Area Travel Council
Advisory Board Meeting
May 14, 2019
3:00 pm
Grand County Council Chambers
125 E Center Street

Howard Trenholme, Cherie Major, Jason Taylor, Laici Shumway, and Rory Paxman were present.

Elaine Gizler, MaryLou Lopez and Melissa Stock and Keri Frandsen were present from MATC

1. Meeting Called to Order

Howard called meeting to order at 3:00 PM

2. Approval of Minutes: April 9, 2019 minutes were moved to be approved, Cherie 1st, Jason 2nd and all approved.

3. Public Q & A - None

4. Presentations:

- a. Zacharia Levine and Kaitlyn Myers from Economic Development. Kaitlyn gave an overview of what the Economic Development is working on. The Governor has asked for an updated economic plan. Kaitlyn talked about Moab Area as a playground and about Tourist Industry driving the Economy.

Zacharia spoke about branding and marketing Moab as a destination. Said MATC is doing a great job and would like the ED to piggy back off of MATC marketing.

Zacharia brought up how Tourism did not take over Oil and Gas in the area, the Oil and Gas ended on its own. Tourism is what has kept Moab Alive.

Housing has been a problem and the City and County are addressing it now. The moratorium is going to help. They are also talking about other Places for commercial activity that doesn't need to be downtown.

- b. Love Communication – Moab Sustainable Marketing Program.

Love Communication gave a presentation on our new marketing. They will create a first to market partnership between travel industry

MINUTES

brands, Moab, and Love Communications that will benefit the local community by sending a more informed sustainable traveler.

Also, to create a coalition of local businesses that will support this campaign so that the message continues once the traveler arrived.

Jason brought up that this can bring monies to push people towards TRCC Tax.

Elaine said the message is to treat Moab like a Local. Be like us and care. Treat it like your own.

5. Discussion and Action Items:

- a. Moab Sustainability Marketing – Love Communications requested funding was approved. Jason 1st and Cherie 2nd motion, all in favor. 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. This has been tabled and added to June board meeting.
- c. 2020 Travel Council Co-op request. Board approved to apply for the grant application process for 250K – Jason 1st – Cherie 2nd all approved
- d. Approval for the printing of the Moab Outdoor Guides – Hudson Printing to be awarded the bid. Jason motioned to approve and was 2nd by Cherie.
- e. TRT budget review has been tabled until June Board Meeting.
- f. Elaine talked applying for a grant and talked about looking to other areas to spend advertising money to bring people to Moab, people that will come to Moab and spend money. The targets would be Chicago and Austin.

The Board approved to apply for the Grant Application Process for 250K – Jason motioned and Cherie 2nd, all approved.

6. Chairman's Report, Howard Trenholme

- a. Audit has been completed, MATC is within the law. TRT Monies will be reviewed on how it is spent.
- b. Howard reminded everyone to attend the Public Board training on May 23rd.
- c. Howard has tabled to Review Retreat notes until June meeting.

7. Directors Report, Elaine Gizler

MINUTES

- a. Statistics on the Website are up, 25K links to local businesses, 1.2 million visits to Discover Moab. FB, and Instagram are up and running. Elaine will follow up with numbers.
- b. Expedia Report – Elaine passed out a hand out going over Expedia numbers.
- c. Elaine tabled China Sales Mission
- d. Elaine tables 2019 Budget

8. Committee Reports

a. Marketing

- b. Airport – United came to airport and recommend 3 flights during busy times and reducing to 2 flights during winter.

Looking at flights from SLC.

Airport parking – Developing list for Future Development.

c. Chamber of Commerce

Laici said the Luncheon for May 21st will be at the Moab Valley Inn. There will a guest speaker from Impact Utah.

The Chamber is working on Building Memberships.

There will be 2 ribbon cuttings – Subway and Moab Print Works.

The Chamber is planning for the 4th of July – Booths at Swanny City Park, games, a band and free swimming. This is an all day event.

d. County Council

Rory was interviewed last week, still working on Change of Government. Gave fireworks display to Fire Storm.

Approved the Sky West Changes, 4 - For and 1- Against. Rory was excused from voting, because his wife works at the Airport.

e. City Council

David said they are discussing downtown City parking plan. Downtown parking structure and how the contract will be structured.

City will have complete control over design, layout and all related issues, UDOT usually does it, but has said they are not interested in doing

MINUTES

It and are signing a contract to allow City of Moab to make all decisions. UDOT will give the 8 million dollars to the City and let the City design it.

David introduced his replacement Joel Linares as the new City Manager.

9. Future agenda items

- a. Next Board meeting will be held on June 11, 2019

10. Adjourn

11. 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.