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**Moab Area Travel Council
Advisory Board Meeting
June 8, 2021, 3:00 pm
Zoom Meeting
Moab, Utah 84532**

Meeting called to order @ 3:00 pm by Howard Trenholme

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

- 1. Approval of Minutes: May 11, 2021**, Sharon Kienzle made the motion to approve Jason Taylor 2nd, all in favor

Presentations: None

2. Discussion and Action Items:

- Interviews for New Board Members: If we cannot schedule for Tuesday, we will move the interviews and then have the board approve in August. We will need two more interviews with only two interviews – the board was happy with Daniel Loveridge and would like to make a motion.

Mary McGann would like to be a part of this since it is the council that makes the ultimate decision.

Elaine said we will start another round of interviews and include Mary McGann.

Sharon made a motion to move Daniels name forward and Cherie 2nd all in favor,

- Elaine will send the agenda over for approval.
- 2022 TC Budget – Advisory Committee/recommending 2 to 3 members:
 - To review tentative budget – prepare a letter of recommendation to County Commission for 2022 budget. Howard and Jason offered to volunteer. The auditors have been here. Elaine will check with Quinn about the budget. Waiting on Chris B. Hoping, we will know by August.

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- Elaine would like to request (funds from last year still being used).
- TMPF Funding – 250K – Requesting from UOT for 2022 – 23 for the Chicago and northern Utah Skywest delta and Skywest united. What we found in Chicago is 5th most search. Target the mid-west and northern Utah. We are trying to bring in more tax revenue from people who spend money. \$250 match Utah.com – promote sustainability and target individuals that are here through geo-fencing. Utah.com is asking for a total of \$275K – on June 15 CC meeting. Needs to be into UOT by 21st

Looking for a motion for Sharon made motion 2nd by Jason all in favor.
Traditional Co-op - 15% can go to instate funding/Northern Utah.
utah.com

- **General Discussion Items:**

- 2021 Budget – No update from Administrator or Clerk's Office. No confirmed budget for MATC. Laici if the grant money has been spent. Elaine said it is now being spent in Chicago and Northern Utah. The only money being spent is the UOT match funds. Elaine will bill UOT for the \$150K. What are the commissioners telling the state of how the money is being spent. How do we answer to the people? Jason said to send them to the Commission for the answers.

NO Marketing was because of COVID.

- \$274,000 Trail Signage allocated, is the MATC Board going to be involved. Mary said it has a lot to do with the damage in the backcountry. Mary said people would not want to come here because of the mess in Grand County – How big of a role do we have paying for signs on public lands, and the BLM is not paying. Mary said our public lands are paying our economy. Mary said she would instead fix the problem than whos paying for it. Jason agrees with Mary but asked if a TC Board Member could have a seat at the table and be a part of this. There is a housing committee; Elaine is part of it; Jason reached out to Kevin Walker and Kalen Jones about being a part of the committee. Mary suggested that Elaine reach out to Maddy to add another person to the committee. Thompson Welcome Center will be closed at the end of March. Last week a call from a gentleman who was talking with the legislatures would like to see it kept open. The state owns the facilities.

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- **Board Member Reports:**

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- Sharon Kienzle –Everything is crazy, and she is short-staffed.
- Katie McKay – Katie did not have a whole lot to talk about. She is working with Rocky Mountaineer on sustainability.
- Cherie Major – Cherie sold her campground and is going to retire. It has been the best year she has ever had. People who bought it are keeping the place as it is – Howard thanked Cherie for her service to the board.
- Laici Shumway -
- Jason Taylor – Busy – river business has done ½ of their business in June. Jeep and Car Rentals are doing good.
- Howard Trenholme – Utah Heritage Foundation brought a group of bicyclists

- **Directors Report –**

- TRT Updates – currently through the 1st quarter over 1 million having a record year.
- VISA VUE 1st Qtr. 88.7 million in 2021 vs.- 50.9 million in 2020 - 60.2 million in 2019 this is all domestic, Cell phone users in Jan 2021 64K Feb 73K March 262K up 73% April 220K up 100%
- Prepared Moab update for International Reps, Tour Operators, and Agents. Elaine trained agents and will prepare the UK at the end of this month. She was training virtually for now.

4. Committee Reports

- a. **Marketing** – No meetings
- b. **Airport, – May**, saw 3rd busiest month in the history of the airport. Projects still ongoing. The solar project is offering for smaller approach.
- c. **Chamber of Commerce** - Businesses are still struggling with a workforce shortage and continuing with those Chamber Chats. Discussions with local leaders about changing/allowing for some zone leniencies might open up some short-term solutions. I have been in contact with McCall Idaho, trying to coordinate on what solutions are working there. I am also working with a connection in Estes Park to find out how the time entry system works there and how it's affecting businesses. I have some excellent feedback about what has worked and not worked there. There is a DABC Roundtable this month, and last but not least- the 4th of July! Sign up for a booth! :)
- d. **County Commission** – Visited with Rep John Curtis 1 million in the budget to pay for the pathway. It encourages people who know people from out of state to contact their senators to support this. The best bet to work with the states that have many people who come here to mountain

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bike. Elaine submitted a \$150K outdoor grant. Senator Lee is not for this project. Romney's office was more interested. Elaine talked about this being a safety reason. John Curtis is very supportive. We were thinking of hiring Ryan Leavitt to help us with this lobbying. Not sure it's within our budget. Testing for the noise a week ago at Sand Flats – Cam-Am is quietest, and the razors were the noisiest. It is challenging to test for sound. We are doing our best. Jason brought up that there is no place to park in town. Trucks and trailers are inundating the city. People are saying you are telling us to drive to the trailheads, so we have to park here. It has become an issue, and this is the next hurdle we will have to address.

- e. **City Council** – Kalen did acknowledge the trailering to trails. Parking is a limited resource. We enforce Utah laws for UTV- we are looking at them more critically. The city and county are working on hotspot funding for parking – more for cars, not a truck. and trailers. The housing task force is working on a housing website for people looking for a place to live – resources.

Big meeting tonight on the agenda lions back to phase one. More people, lodging, TRT, and revenue.

- f. **Sustainability** - Had a call with Rocky Mountaineer, looking for staff. The main focus to hire people. Possible next meetings call.

5. Future agenda items:

- The Next Board meeting will be on August 10, 2021, @ 3:00 pm
- Trailing Trailers to Trail Heads.
- CNP?
- Dead Horse Point
- Progress on Utah State Raptor State Park \$25K so far.
Travel Council will match funds to a total of \$50K
Update – Park Service reservation system. (Laici)

Meeting Adjourned – Howard adjourned at 4:17 pm – Sharon Kienzle made a motion, and Cherie Major 2nd – all approved.