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Moab Area Travel Council
Advisory Board Meeting
June 11, 2019, 3:00 pm
Grand County Council Chambers
125 E Center Street

Howard Trenholme, Sharon Kienzle, Cherie Major, and Zack Bynum were present for the Board.

Elaine Gizler, Robert Riberia and MaryLou Lopez were present from MATC.

1. Meeting Called to Order
@ 3:00 pm by Howard
2. Approval of Minutes: May 14th, 2019
Cherie made a motion to approve the minutes and Sharon 2nd, all in favor.
3. Public Q & A

Theresa King was in attendance, wanting to know the direction of the county and how the county is going to enhance the direction.

Howard explained the reasons why.

The Airlines and to re-market Austin and Chicago instead of California.

4. Presentations:
None
5. Discussion and Action Items:
 - a. Alidays request for Coop for Zion and Bryce Canyon - \$5000.00
Elaine said Zions and Bryce Canyon with Moab would each put in 5K to market out of country marketing. Sharon made a motion to coop funding with Alidays and Zac 2nd. All in favor.
 - b. Review Retreat notes for approval.

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. Set a date – possibly June 19, 2019

Elaine suggested to table the Retreat Report today and to set a special meeting to focus on another day. Elaine will set a date in early August.
 - c. TRT Grand County 2019 Budget Review

Elaine tabled this item.

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d. Co-op funding for marketing:

Deadline for application is Thursday. The GCC denied the backing of the 250K for the state funds.

Travel Council said the town reservations and business is down right now.

Howard mentioned that he's not sure the town realizes the importance of continuing marketing.

Elaine explained how advertising needs to be done to continue to keep tourism strong.

Elaine would like a GC & MATC meeting to go over the direction for marketing, and where we are going.

Vickie from SLC Tourism came to Moab 2 weeks ago and said that our Mayor wanted no more marketing for new areas.

The new Do it like a Local was brought up, and Howard mentioned that there is already negative feedback.

Elaine asked Ruth for a meeting with both the County Council and the Travel Council to figure out a way to sort out what direction we are all going. Elaine mentioned the Legislator could change the use of the TRT tax in February.

6. Chairman's Report, Howard Trenholme

a. Defer until August Meeting

7. Directors Report, Elaine Gizler

a. Update on IPW

Elaine met with 50 different people at IPW. Elaine was selling the whole town of Moab, shops, restaurants, etc. Elaine showed the board the setup in pictures at IPW. They promoted all of Southern Utah. The state is focusing on Rural Areas, not as much on the parks.

b. 2019 Budget

There is enough money in 2019 budget to cover collateral on the new campaign. Love is helping to launch this program.

MATC is moving into sustainability and accessibility. MATC is working on educating visitors. Do it Like a Local.

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8. Committee Reports

a. Marketing

Nothing as they have not met.

b. Airport

All the current work, runway are all moving along as they should.
Sustainability – large land out at the airport for the possible solar panel expansion. Rocky Mtn. Power would likely buy the extra wattage.

c. Chamber of Commerce

d.

No one present – Howard mentioned that they would be sponsoring the 4th of July festivities.

e. County Council

Nobody was present to report.

f. City Council

Nobody was present to report.

9. Future agenda items

a. Next Board meeting will be held on August 13, 2019

b. Guest Speaker – Curtis Wells to discuss Arches congestion issues.

10. Adjourn

Howard motion to adjourn Zack 1st Sharon 2nd all in favor.

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.