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Where Adventure Begins

**Moab Area Travel Council
Advisory Board Meeting
August 13, 2019, 3:00 pm
Grand County Council Chambers**

125 E Center Street

**Howard Trenholme, Sharon Kienzle, Cherie Major, Jason Taylor, Laici Shumway,
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: June 11, 2019
Zach made a motion to approve the minutes and Sharon 2nd, all in favor.
3. Public Q & A
None
4. Presentations:
Ludeen Merritt requested \$500.00 to bring in David DeVinci magic show. This would be open to visitors and locals. Added to next month's agenda for a vote.

Love Communication gave the council an update on the digital market through a powerpoint.
5. Discussion and Action Items:
 - a. Youth Garden Project asked for consideration of a \$1000.00 sponsorship, open to the public and visitors. Money is available. Jason wanted to make sure this falls within our bylaws. Elaine will make sure. Our logo will be on all events for DILAL. Elaine will make sure they are running ad in Grand Junction.
Sharon made the motion to sponsor the YGP for \$1000.00, and Zach 2nd all approved.
 - b. Adoption of the new Moab Area Travel Council Mission Statement. Elaine read the new mission statement.

Cherie made a motion to approve and Jason 2nd, all in favor.
6. Chairman's Report, Howard Trenholme
Howard went to the CC Meeting to support Elaine. He did stress that we need more of the board to come to the meetings to support her. Talked about the breakdown in communication.

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7. Directors Report, Elaine Gizler

8.

Elaine thanked Howard for his support at the GC Meeting.

Statistics Request – Elaine went over the flyer, Down 250K - Visa Vue Presentation.

Elaine will be attending a travel ability summit in San Francisco, Elaine will be showing the videos on sustainability, National Ability Center employee will be traveling with her to show that we are getting the message out about accessibility in Moab.

TMPF Funds by UOT was sent to everyone to view, Howard mentioned that maybe the timing wasn't good coming off of two really busy events, Elaine suggested asking the GC Board for approval to apply in January or February.

New Hiking Video and How to Pack a Day Pack is online with Discover Moab and the Do it Like a Local.

Tourism Conference is September 16th – 18th in Logan, Utah – Elaine, MaryLou, Howard, Cherie, and Laici will all be attending.

Strategic Partners, if each board member would connect with their partners and report back to the Board in September and follow up every six months. If someone is ready to present in September, please let MaryLou know to put on the agenda.

9. Future agenda items

Vote on Grand County Education Foundation Presentation for \$500.00

10. Next board meeting, update TRT.

11. Adjourn

Sharon made the motion to adjourn and Jason 2nd all agree