

## Minutes



Moab Area Travel Council  
Advisory Board Meeting  
August 14<sup>th</sup>, 2018  
3:00pm  
Grand County Council Chambers  
125 E. Center Street

Members Present: Howard Trenholme, Sharon Kienzle, David Everitt, Zach Bynum, Cherie Major, Jaylyn Hawks

Members Absent: Laici Shumway

Staff: Kelli Day, Robert Riberia

Meeting Called to Order by Howard Trenholme at 3:03 pm

Approval of Minutes; Cherie motioned to approve the June 11 minutes, Zach 2<sup>nd</sup> the motion. Council unanimously agreed. Sharon motioned to approve the July 2018 minutes, Cherie 2<sup>nd</sup>, Council unanimously agreed.

Public Q & A; Bob Phillips approached the Council, and read his letter (See attached)

### **Guest Speaker Presentation:**

Deborah Barton, District Manager Solid Waste, Management Special Service District No. 1

Deborah reported that in 2018 all forms of waste increased during the peak of tourist season. However, the Cinema Court fire has had the highest impact in the history of the landfill. The amount of recycled materials that can be processed has drastically reduced due to China no longer accepting them, the lack of manpower to process, and tariff/trade situations within the government. It would be impossible for the waste facility to operate without the TRT money given to them by the travel council. If the funding were to ever stop, it would have a very negative impact on the local residents as they would have to absorb the cost to run the facilities.

#### 1. Discussion and Action Items

- a. **Appoint a Vice Chair**; Sharon nominated Cherie, Zach 2<sup>nd</sup> the motion. Council unanimously agreed.
- b. **Utah Office of Tourism Conference Attendance**, Oct 9-11 in SLC; Howard explained that if anyone was interested in attending the conference, the Utah Office of Tourism would help with expenses not to exceed \$199.00. Cherie stated that she plans to attend.

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- c. Letter to land agencies;** Howard asked the Board how they felt about constructing a letter to the BLM and other land agencies regarding charging TRT to their camp site fees, and for reimbursement for county services performed on public lands. He stated that if the Travel Council agreed to the letter, the Council would then need to take their request to the County Council for their support as they would need to be the one approaching the BLM and other land agencies. Howard stated one of the questions he would ask the BLM is if the services currently rendered by the Sherriff's Department are reimbursed for at this time.
- David suggested reaching out to the agencies informally prior to approaching the County Council. It would be important to have the County Council's support prior to any formal dialog.
- Sharon stated that she had concerns because the public already has a poor opinion about the amount of taxes collected and put towards advertising as it is, and maybe this wasn't the right time to do this. Council agreed that it was important to reach out to BLM/land agencies. Jaylyn stated that this topic has been explored before and has been on the books for a couple of years. She suggested contacting John Curtis for his support/input.
- d. 2019 Proposed Budget;** David stated that he felt that there was too much information to review and vote on today. He requested time to review and said that he'd email his recommendations to the Council. Zach questioned what would happen if more funds were received than predicted. David suggested a "Rainy Day" fund. Howard suggested that funding could be dispersed to the solid waste, ems, or many other qualified legal areas. It would be open for discussion. Cherie stated that she felt there were too many questions to vote on the budget and that Elaine should be present to answer questions. Howard also suggested sending feedback to Elaine. Jaylyn stated that her understanding was the budget Elaine was supposed to present to the County Council on the 29<sup>th</sup> of August was an approved budget by the Travel Council. Zach suggested that an emergency meeting be called if needed. Budget approval was tabled at this time.
- e. Tax Advisory priority spending list;** Howard stated that he investigated the statutes and found it to be the legislators responsibility to create this list. It is the Advisory Council's responsibility to advise based on the criteria of the list. Zach stated that the topic of affordable housing was being explored to see if TRT tax could be used to actually construct the housing and not use funds for research, but to begin the actual build of stick and mortar housing. Howard stated that he would like to explore having some funds put aside to use with partnering entities that have programs that allocate matching funds, grants and multipliers. David stated that current TRT guidelines state that housing wasn't a qualified expense. Howard said that he had recently contacted the Utah State Auditor Office and asked the question about housing and TRT. He asked the auditor's office to define

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the “other related tourist expense” statement in the TRT guidelines. The auditor replied that he couldn’t answer, it was a legal question. Howard will take the question of unallocated funds to the Budget Advisory Board to see if it would be feasible to have a savings account to fund future expenditures.

- f. **Discussion of TRT;** Howard reported that the County Clerk suggested that the Council look at the TRT laws and present changes to the State of Utah. The discussion should include what percent is allocated towards advertising and if threshold levels be included. Jaylyn stated that it’s important that County and Travel Council cooperate and communicate clearly so what is being presented to the legislature is unified. Jaylyn also suggested that the Travel Council decide what they want and have it presented at a County Council meeting, as this would be easier than trying to get a meeting with everyone involved.
- g. Howard will be attending the August 29 Budget Advisory Board Travel Council Presentation
- h. **Joint Retreat with Council to discuss amendments in current TRT statutes;** Harold stated that when the Travel Council Board is fully staffed, he would like the Travel Council to participate with the County Council to construct a strategic plan for a clear trajectory of goals and a clear plan for the future. Cherie stated that a professional facilitator should be hired to ensure the goals are met and the retreat is successful. Zach stated that he felt The Travel Council should have a retreat first to develop a strategic plan and then request the County Council to participate in a joint retreat.
- i. **Board Interviews September 4<sup>th</sup>, 3:00 p.m.** and all Travel Council Board Members are invited to attend. Currently there are 6 applicants.

## 2. Committee Reports

- a. **Marketing** – nothing to report
- b. **Airport** – The punch list is still being completed. Discussion to have other airlines brought into Moab was held. It would be prosperous to have other destinations, ie SLC, LV having flights into Moab. At this time, the airport is targeted to reach 10K in enplanements. If this does actually occur, the airport will qualify for special federal funding.
- c. **Chamber of Commerce** – absent
- d. **County Council;** The UMTRA fund appropriations bill was approved by the House. The Council approved funding for a second ramp at Hells Revenge to protect the parking lot and help with traffic. County budgets are being reviewed.
- e. **City Council** –Active shooter training occurred and was successful. The entire process regarding city business licensing is being evaluated and will be revised. Each type of license is being studied and will be revised to

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meet specific legal criteria and appropriate fees for a specific type of license. The City Council is discussing the purchase of property at Walnut Lane for 1.8 million. It will be used for affordable housing. The city will be reaching out for funding partners for the housing project. The City recently hired Tracy Dutson as the new City Project Manager. He has a long career in managing affordable housing projects. City Council is working on funding requests and is discussing a process by which the city appropriates funds for community organizations that are not in the city. The City Council is in the process of developing the criteria for the funding.

### 3. Future agenda items

- a. Next board meeting will be held on September 11<sup>th</sup>, 2018

**Adjourn:** Motion to adjourn made by Zack at 4:44, 2<sup>nd</sup> by Sharon. Board unanimously approved.