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**Moab Area Travel Council
Advisory Board Special Meeting
August 28th, 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, Laici Shumway

Staff: Elaine Gizler, Kelli Day, Robert Riberia

Meeting Called to Order by Howard Trenholme at 3:00 pm

Presentation and Discussion of 2019 Moab Area Travel Council Budget

Board members reviewed Moab Area Travel Council Budget line items making live adjustments during board discussion. Budget was based on TRT budget projections for 2019 and label lead revenue.

Elaine Gizler reported that Canyonlands USA is funded by the State of Utah. \$85,000.00 is provided to Grand County to cover all of the operating costs affiliated with Canyonlands USA / Thompson Welcome Center salaries and office expenditures. There are plans to expand the staff of the Welcome Center to accommodate the 70,000 plus visitors that the Thompson Welcome Center receives on a yearly basis.

Elaine Gizler reported that the Moab Area Travel Council secured a grant from the Governor's Office for \$250,000.00. The grant has specific guidelines on how it can be spent. It is the goal of the Moab Area Travel Council to shorten the shoulder/off season by increasing the length of stay by tourists. By eliminating the shoulder season more year round jobs are created.

Elaine Gizler explained that FAM Tours are an important element in promoting Moab. They are used to introduce tour operators, outfitters, photographers, bloggers and journalists, both nationally and internationally to Moab. Money allocated in the budget pays for lodging, meals and tours for participants when these items are not comped to the Travel Council.

David Everitt inquired as to why the budget percent is projected 10.5% lower than last year. Elaine Gizler explained that she budgeted anticipating legislative changes that would impact the future of TRT allocations to the Travel Council. If

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the bill doesn't pass, the funds will be reworked into late season advertising, if approved by the board.

Tourism Expo:

March 2019, Travel Council will be bringing in Roger Anderson, who is a professional customer service speaker, to host the Tourism Expo. He will educate local business and their employees on customer service techniques.

Salary Increase: Zach inquired about salary increases and if they could be budgeted in for Travel Council staff. It was determined that salary increases are at the discretion of the Grand County Council. Jaylyn Hawks responded that salaries are being reviewed by the Grand County Council for a 2% COLA increase and that increases may happen based on the new salary survey figures that would benefit many of the counties employees. However, at this time no final decisions have been made.

Motion to approve:

Sharon Kienzle made a motion to approve the 2019 Moab Area Travel Council budget with changes of the full 2% of TRT being allocated to the Moab Travel Council for marketing and promotion, cell phone budget increase for Elaine Gizler and the Moab Information Center receiving \$10,000.00 for bathroom hour extension. Zach Bynum 2nd and council unanimously agreed.

Board Review of Grand County portion of TRT: Board reviewed and discussed the Counties portion of 2 ¾% TRT expenditures.

Sherriff's Office 2019 Projected Budget: Increased to \$2,475,440.00

Airport: Surpassed 10,000 enplanements for 2018. Howard inquired if the airport will be eligible for federal funds. Jaylyn stated she was not aware of the enplanement number and if the airport was eligible at this time.

TRCC was reviewed and discussed.

Recommendations to the Grand County Council for 2019 TRT and TRCC

Contributions: Chairperson Howard Trenholme presented to the Council a list of items that he prepared for presentation to the Grand County Council. Line items of the list were reviewed and live adjustments were made during board discussion. (See original list attached.) It was determined by the board, that the list would be redeveloped based on possible changes in the law. David Everitt suggested that in the event the Travel Council has any excess funds, a rainy day fund be put aside in case of a future economic crash, or natural disaster that prevents tourist travel to Moab.

State code changes: Sharon Kienzle stated concerns about putting last years unallocated funds into an affordable housing account and what impact the action

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would have due to housing not being a legal item in the state code for TRT spending. Board stated that they felt money should be put into a mitigating fund pending the outcome of the 2019 legislature. The account would not be allocated for housing at this time.

Packets/Information available to public: Jaylyn stated that even though it isn't required, it would benefit the public to have any supporting materials posted with the agenda for public review. Sharon requested that if there are any additional documents being brought to the council, items be sent to council members for review prior to a scheduled meeting.

TRT Tax collection form Federal Parks: Chairperson Howard Trenholme stated that he has contacted John Curtis to discuss collecting TRT from federal parks. Due to the fact that the county Sherriff's office responds to calls on federal lands, TRT collections would assist in covering the burdens of the costs related to the calls. Jaylyn stated that she explained to John Curtis that TRT are funds generated from tourists using and paying for campsites on federal lands, not other entities, and is not a federal tax payment.

Motion to approve: Sharon Keinzle motioned to table the list of recommendations until changes were made, re-reviewed and agreed upon by the council. Cherie Major 2nd the motion. Unanimously agreed

Motion to Adjourn: Zach made a motion to adjourn at 4:30, Cherie 2nd the motion, board unanimously agreed.

August 24th, 2018

From: Moab Area Travel Council Advisory Board

To: Grand County Council

Subject: Recommendations to the Grand County Council for 2019 TRT and TRCC Contributions.

The following are recommendations for the 2019 TRT and TRCC Budgets from the Moab Area Travel Council Advisory Board/Tourism Tax Advisory Board as stated in state code 17-31-8 as well as recommendations on changes in the state codes that relate to these taxes.

- It is the Tax Advisory Board recommendation that if there is a proposed change in allocations of TRT then the legislative body should consider using threshold levels as to when % allocations could be changed. For example, if Grand County's TRT Collection exceeded \$5 million dollars then the allocation for promotion/marketing could drop from 2/3% of the first 3% to 1/2% of the first 3%.
- The remainder of this TRT tax along with the 1.25% above the 3% and the TRCC tax will continue to be used for mitigation costs of impacts of tourism with advisements from the Tax Advisory board.
- If the TRT's collected were to drop below \$5 million then the allocation would return to the minimum of 2/3% of the first 3%. This would demonstrate the need for tourism/promotion for Grand County.
- It is recommended that a % of mitigating funds from both taxes be allocated to an assured housing program that is for the building, maintenance and administrative costs of developments to house employees in the tourism and recreation related sectors of the economy.
- It is further recommended that a portion of roll-over funds from an existing year be included in an Affordable Housing Fund. The lack of an assured housing plan in existing codes has been a detriment to the community which means the community has missed much of the contributions that can be created from these types of development codes. Since there are now over 3000+ units for overnight accommodations there is an overwhelming need for housing of essential workers that will service these visitors during their visits to Moab.
- Requesting that local sales and TRT taxes begin to be collected on the users of federally controlled camp sites/admission fees that lie within Grand County. The collection of these user associated sales and TRT taxes would be used to mitigate for the visitor's use of County infrastructure and services.
- Recommending PILT monies be paid to Grand County for this lack of collection since fees have been collected on public lands, along with associates fees for late payments, interest and other associated fees (similar to penalties imposed by IRS for non/late payments of income taxes).

- It is further recommended that the costs incurred by County Sheriff when responding to emergency calls from federal lands be reimbursed for these costs by the agencies responsible for these lands, namely the Bureau of Land Management and the National Park Service. Lack of congressional operational funding to these public land agencies has led to insufficient budget for law enforcement which has placed the burden of both the law enforcement and emergency response and their associated costs on Grand County.
- Recommended that the Solid Waste District receive reduced county funds to operate and work toward partnering with the local Monument Waste Company in Moab for recycling to reduce the costs and responsibility of the Solid Waste District and County.
- Recommendation that Travel Council Director to be paid a salary commensurate to other department heads within the County with similar lengths of service within the county administration.
- Recommending that other activities directly linked to tourism and recreation be considered for a user tax under the TRCC tax codes. This would be a similar tax to the Restaurant tax (1%) and applied to currently untaxed activities such as skydiving, guided trips etc.
- Recommendation to use a portion of TRT and TRCC to fund an expanded/enhanced Chamber of Commerce. This is currently occurring in Summit County, Utah.