

MINUTES



Where Adventure Begins

Moab Area Travel Council
Advisory Board Meeting
September 10, 2019, 3:00 pm
Grand County Council Chambers

125 E Center Street

Howard Trenholme, Sharon Kienzle, Cherie Major, 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: August 13, 2019
Sharon made a motion to approve the minutes and Cherie 2nd, all in favor.
3. Public Q & A
None
4. Presentations:
Cassie Paup gave a presentation on the Folk Festival and the Moab Free Concert Series. They are requesting \$16,700.00 for each event.
5. Discussion and Action Items:
 - a. Vote for the proposal by LuDeen Merrett for the money for David DaVinci.

Zach motioned to approve and Sharon 2nd, all in favor.
 - a. Billboard Contract – By South Maverick Intersection
Elaine explained the need for sustainability to the DILAL to keep it going.

Zach said he is not a fan of billboards and wanted to know if there could be a better way to spend the \$10K.

Elaine feels there is great exposure to the specific location. This is not about marketing people to come to Moab, it's to educate the ones That is already coming, to be smart – informed – courteous and a good steward of our land.

Sharon asked if the board can see the artwork before the decision on what should be on the billboard. Elaine agreed that everyone needs to be on board. Elaine mentioned that the billboard north of town needed to much work and we will now be looking into leasing that one at this time, maybe next year.

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Elaine talked about the DILAL banners will be going up in October for two weeks.

Elaine shared with the board that Moab is the only city in the state pushing sustainability. Love Communications said Moab is taking the sustainability message further than any city in the nation.

Cherie is going to get Elaine the name of a company in Utah that does the wraps for the billboards.

Sharon made a motion to approve, Laici 2nd 3 voted yes, and 1 (Zach) voted no. Billboard approved.

6. Chairman's Report, Howard Trenholme

- a. Have a list and be prepared with the TRT tax and to be very sharp where we want the TRT spent on. Keep in mind where we want to budget the monies next year.
- b.
The hospitality network was very well attended. The stakeholders in this committee wanted to support this. Elaine felt the three individuals are working hard to align the community. It will benefit the community. UOT, UTIA both came down and gave a presentation.
- c. Howard was saying he would like to see where the TRT comes in by the end of the year.

7. Directors Report, Elaine Gizler

- a. Statistics – TRT
We are down 200 K, the reporting is always two months behind. Airbnb is pretty heavy. The state is making sure the counties are collecting TRT, by having someone in each county check that they are paying and legally running.

MaryLou is going through some suspicious properties that are not paying and report them to the state. These are quarterly properties only.

Elaine thanked Howard for his support at the GC Meeting.

8. Future agenda items

Next board meeting will be held on October 8th, 2019

9. Adjourn

Laici made the motion, Sharon 2nd and all in favor.