

## Minutes



Moab Area Travel Council  
Advisory Board Meeting  
September 11th, 2018  
3:00pm  
Grand County Council Chambers  
125 E. Center Street

Members Present: Howard Trenholme, Sharon Kienzle, David Everitt, Cherie Major, Jaylyn Hawks, Laici Shumway

Members Absent: Zach Bynum

Staff: Elaine Gizler, Kelli Day, Robert Riberia

Meeting Called to Order by Howard Trenholme at 2:58 pm

### 1. Presentations:

- a. **Grant Request**, Samantha Pruitt, Primal Quest Expedition: Called in via phone to request grant. Primal Quest requested \$25,000.00.
- b. **Grant Request**, Cassie Paup and Melissa Schmaedick requested grant funding for the “Free Concerts In February 2019” in the amount of \$16700.00 & “Moab Folk Festival, Summer of 2019”, in the amount of \$10,000.00. Elaine Gizler requested that the Travel Council be recognized as one of the major sponsors so that the local public is aware of the support provided by the Travel Council.

### c. Approval of Minutes:

- i. August 28<sup>th</sup> 2019 minutes – Sharon Kienzle made a motion to approve the minutes, Cherie Major 2<sup>nd</sup> the motion. Unanimously approved.
- ii. August 14, 2018 minutes – Sharon Kienzle motioned to approved minutes. Jaylyn Hawks requested that the following sentence in 1F “Jaylyn stated that Travel Council should determine what they want presented to the legislature, present it to the County Council and have the County Council take it to the governing body and request the change” be removed and that verbiage in 2D be changed from “US Senate” to “House”. Sharon motioned to approve minutes with changes made as requested by Jaylyn, Cherie Major 2<sup>nd</sup> the motion. Board unanimously approved.

2. **Citizens To Be Heard:** None on this date.

3. **Discussion and Action Items:**

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**a. Board review and comments on two Letters of Proposal from the Budget Advisory Committee to Grand County Council:**

The original document was separated into two separate documents. David Everitt constructed one concerning TRT with recommendations regarding the annual budgeting of expected TRT revenues. The second document was constructed by Chair Howard Trenholme and contained recommendations based on confirmed changes to State law.

Sharon Kienzle made a motion to present David Everitt's list to the County Council, with one change made by David Everitt changing wording in Recommendation #1 from "*We recommend that the Council set aside a portion of the **mitigation**-related TRT revenues in a "rainy day" fund for a future marketing-related needs*" to "*We recommend that the Council set aside a portion of the **promotion**-related TRT revenues in a "rainy day" fund for a future marketing-related needs.*" Cherie Major 2<sup>nd</sup> the motion, unanimously approved.

Jaylyn Hawks stated that she is still not convinced that this tax advisory board is tasked with advising the council on the mitigation portion as stated by 17-31-8(4)(a), Tourism Tax Advisory Boards, "Each tourism tax advisory board shall advise the county legislative body on the best use of revenues collected from the tax allowed under Section 59-12-301 by providing the legislative body with a priority listing for proposed expenditures based on projected available tax revenues supplied to the board by the county legislative body on an annual basis." She stated that it is unclear if it's the Tax Advisory Board's responsibility to advise on the total TRT revenue. However, it is acceptable to make recommendations.

Review, discussion and live adjustments were made with Chairperson Howard Trenholme's list. Item #8 was struck and removed. The Board elected to table this list for future considerations pending full Board attendance.

**b. Review and vote on new board member applicants:**

Sharon Kienzle made a motion to present Jason Taylor and Jacob Suter to the Grand County Council for placement on the Moab Area Travel Council Board. Laici Shumway 2<sup>nd</sup> the motion, Board unanimously agreed.

**c. Select Special Event Funding Committee Members:**

This item was tabled pending full board attendance.

**d. 2018 Final Report / Invoice for Moab Free Concert Series:**

Sharon Kienzle made a motion to pay the 2<sup>nd</sup> half of the bill submitted by the Moab Free Concert Series organizer, in the amount of \$8350.00, Vice Chair Cherie Major 2<sup>nd</sup> the motion, Board unanimously agreed.

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5. **Chairman's Report, Howard Trenholme;** Chairperson Howard Trenholme had nothing to report.
6. **Director's Report, Elaine Gizler**
  - i. **Utah Tourism Conference attendance;** Elaine reported that herself, Kelli and Cherie Major will be attending the Utah Tourism Conference October 8<sup>th</sup> – 12<sup>th</sup> 2018. Conference attendees will not be able to attend the October Travel Council Board Meeting.
  - ii. **Grant Budget;** Elaine stated that the proposed budget is much lower than the current grant requests. If full grants are to be awarded, the budget will need to be reconsidered.
  - iii. **Resolution 2802 & 3007;** Please note that resolutions 2802 and 3007 have been inserted into the back of each member's Travel Council book for reference and review.
7. **Committee Reports**
  - a. **Marketing;** The Marketing Board will be reconvening shortly. Nothing to report at this time.
  - b. **Airport;** Howard reported that 10,082 enplanements were officially confirmed. The airport will be receiving 1 million dollars in October as they met the 10K enplanement minimum. There is a schedule of improvements planned through 2022. Howard suggested a marketing plan discussion be implemented with other airlines to service Southern California.
  - c. **Chamber of Commerce;** Laici Shumway reported that they are actively pursuing a new office space. The office assistant position has been filled.
  - d. **County Council;** The employee pay plan is being worked on with hopes of being able to present it to Council very soon. There is a vacant seat on the County Council. The budget is still a work in progress.
  - e. **City Council;** David Everitt reported that a plan is in place to present a draft RFP proposal to the Council in two weeks for commercial and residential waste hauling services. Hopefully a recycling option will be incorporated into it. Plans are in place to restructure the Treasurer's office. It will be reorganized with three employees instead of the existing two. The paper bag ban passed and will take effect January 1, 2019. There is a major construction project for 100 west to begin next week.
8. **Future agenda items**
  - a. Next board meeting will be held on October 9<sup>th</sup>, 2018
  - b. Guest Speaker: TBD
  - c. Cherie Major would like an agenda item added to discuss recognition of TRT support and how to address it. (This time will be added to the November agenda as she will be at conference next month.)

**Adjourn:** Motion to adjourn made by Sharon Kienzle, 2<sup>nd</sup> by Cherie Major. Board unanimously approved.