

Minutes



**Moab Area Travel Council
Advisory Board Meeting
October 9th, 2018
3:00 pm
Grand County Council Chambers
125 E. Center Street**

Members Present: Howard Trenholme, Sharon Kienzle, David Everitt, Zach Bynum, Jacob Suter, Jason Taylor

Members Absent: Laici Shumway, Cherie Major, Jaylyn Hawks, Elaine Gizler
Staff: Robert Riberia, Michelle Hill

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

Introduction of new Board Members:

- i. Jacob Suter introduced himself.
- ii. Jason Taylor introduced himself.

1. **Approval of Minutes:** Tabled, as the individuals who attended previous meeting were not in attendance to approve.
2. **Citizens To Be Heard:** None on this date.
3. **Discussion and Action Items:**
 - a. **Grant Funding Review:**
 - i. **Free Concert Series:** Asked for \$16,700.00, awarded \$10,000.00. Sharon made a motion to award \$10,000.00, Jacob 2nd, unanimously approved. Howard Trenholme reported that the Concert Series is reevaluating the performance time of the summer concerts so that more of the local public can attend.
 - ii. **Primal Quest:** More details have been requested from the Board as the grant application lacked information. However, if the information is produced as requested, the Board will revisit the possibility of awarding funding at a later date.
 - iii. **Moab Folk Festival:** Asked for \$10,000.00. Sharon made a motion to award \$10,000.00, Jacob 2nd, unanimously approved.
 - b. **Discussion of various sub-committees**
 - i. **Marketing** Chair Howard Trenholme discussed the need for the Marketing and Special Event Funding Committee's. The Marketing Committee's responsibility is to discuss and explore marketing strategies and present them to the Travel Council Board.

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ii. **Special Event Funding Committee**

The Special Event Funding Committee primarily focuses on making sure the event requests are complete and all details/criteria are presented to the Board so final decisions can be made on the amount of funding received for the particular event.

Chair Howard Trenholme stated that committee members should be decided at next month's Board meeting.

4. **Chairman's Report, Howard Trenholme;** Nothing to report.

5. **Committee Reports**

- a. **Marketing;** Elaine Gizler absent.
- b. **Airport;** Howard reported that the airport is busy working on expansion. Official number of enplanements exceeded 10k. The airport will receive 1 million dollars this year. Howard stated that he will not be on the airport board next year and his spot will be open for a new member.
- c. **Chamber of Commerce;** Laici Shumway absent.
- d. **County Council;** Jaylyn Hawks absent.
- e. **City Council;** David Everitt reported the 100 west project is underway. The sewer, water and storm water drainage improvements are going well. City Council is having a public hearing on the budget for the affordable housing project and midyear budget amendments, and a second hearing on the removal of the conditional uses of the city land use code and converting to approved or not approved uses to eliminate problematic issues in current code.

6. **Future agenda items**

- a. Next board meeting will be held on November 13th, 2018
- b. Guest Speaker: Lianna Etchberger, Ph.D. Executive Director, Utah State University
- c. Cherie Major would like an agenda item added to discuss recognition of TRT support and how to address it.
- d. Howard Trenholme stated that the rodeo will be presenting a request at next month's board meeting. Rodeo planners would like to take the local rodeo to the next level and need support to do so.

Adjourn: Motion to adjourn made by Zach Bynum at 3:32 pm, 2nd by Sharon Kienzle. Board unanimously approved.