

MINUTES



Moab Area Travel Council
Advisory Board Meeting
November 9, 2021, 3:00 pm
GC Chambers/Zoom
Moab, Utah 84532

Meeting called to order @ 3:04 pm by Jason Taylor

- In attendance for MATC Board – Jason Taylor – Laici Shumway – Sharon Kienzle, Shanell Maranuzzi, and Jenny Gleason
- Travel Council – August Granath, Robert Riberia, MaryLou Lopez, Ben Alter, and Melissa Stocks.
City of Moab – Kalen Jones

1. **Approval of Minutes: October 12, 2021**, Sharon Kienzle made the motion to approve Jenny Gleason, 2nd, all in favor.

2. **Public Q&A** – None

3. **Presentations: Love Communication via Zoom**

Love went over the dashboard – Spring co-op initiative. Current travel trends. Copy of the PowerPoint presentation available.

Kalen asked if they knew what the result would have been if you were not on the organic. Love said we are in the top three.

Jason asked how this would pertain to marketing. He also asked if they could see a difference between first-time visitors compared to often visitors.

4. **General Discussion Items:**

Discussion on Sub-Committee makeup and goals.

Jason would like the sub-committees to be revived. I want to work with the CC to see which way to go. The sustainability committee needs to be revamped. Jason would like to them active again. Is anyone interested in getting on one of the committees? Jenny asked what the goals of these committees are. Jason said they would meet once a month and work with the MATC team and Love Communication. Discuss what we are doing now and in the future. What markets do we need to do this in? Then the discussions come to the board and discuss what they are suggesting, the board decides if they want it, and then it goes to the board.

The sustainability committee – protecting our product and getting the word out. Dark Skies, Videos, advertising. Laici said since we've been talking about

MINUTES

sustainability is has evolved. Sharon asked if there are other groups like this in our community. Jason said yes, and they were all trying to work together.

Kalen was on the sustainability – Primary global sustainability process. Laici asked if the community could get the certifications. Jason asked if Kalen would be able to head up the committee. Jason asked who else would like to be on it. Shanell offered to be on it.

August asked if we could set a scoping meeting before the end of the year to fill the committees.

Laici would be willing to try both as a trial period. Sharon will commit for the remainder of the year. Not sure next year that she will be available.

Marketing – Jason – Laici and Jenny - Jenny will set up the meeting
Sustainability – Kalen – Sharon- Shanell and Laici. Kalen will check when he is available to meet.

Initial meeting 1st week of December at the MATC Board Meeting Room.

Jason Taylor's position.

Jason would like to step down as the chair on January 1 and become a board member.

Jason feels that since next year the OHV rules will be changing. Would it make sense to create information billboards of the expectations for the ORV? Tweak them to be street legal this is what needs to happen, make them more informational, South and North of town billboards. Laici had concerns about the 5-second window to read what was on the billboard. Jason thinks that they might take more time to read and understand the rules.

Jason wanted to see what the board thought. Every hotel and overnight is supposed to have a plaque on the doors with these rules. Would Robert be willing to take on this project? It will need to be passed by Christina and the Council for approval.

QR Codes would be great!

August - Guides have more time with visitors to get the message out. Create a simple program for industry partners to have the basic knowledge.

Jason or August will send an email out to the commission to get their thoughts.

Laici asked about the message about planning to have trailers if needed.

Jenny asked about the plaque. Jason will get the info to everyone. Robert will get something together for the website and the locator boards.

This item will fall under sustainability.

August point of contact in each business/partnership

MINUTES

Small Business Tourism Marketing grant.

Marketing grants for businesses that don't have the money to market. General idea to update working the money into the budget. The budget is not finalized yet; we will start designing when it's ready.

Create options for everyone in the community.

- **Board Member Reports:**

- **Sharon Kienzle** – MIC 9-4 – Restrooms close at 4. Two people a day – Closed for Thanksgiving.

Arches 9-4 closing on the 24th for 7-10 days for cleaning. Sharon will be managing all the park stores in NPS locations.

- **Laici Shumway**

Trip to DC – Tourism was brought up, and the whole nation is different than we are. She was grateful for our situation. The workforce message was not unemployment. Something bigger needs to be talked about. Immigration – Supply Shortage. Bikes, Automobiles.

Coming up is the tree lighting and lights parade. Hoping for luncheon next week.

- **Jason Taylor** – Business is slow. October was excellent, and then it dropped off in November.
- Jenny Gleason – Train stops on November 18. Slow at the airport – 9-5, and they are open on Thanksgiving. Most staff has been laid off for the season.
- **Daniel Loveridge** - Absent
- **Shanell Marinuzzi** – very busy and sold out nightly through Thanksgiving. Doing fun activities. December 11 – Puppies and Pancakes. Dan Mick is doing Santa. Christmas caroling around the community. Winter in Moab campaign is doing ok, but it is not driving any business. The train will start again in April, interesting to see the impact on Moab. Great meeting with TC going over DILAL program – messaging throughout all of their properties and advertising a flyer and sales coordination.

- **Directors Report – August Granath**

I am doing lots of travel, meeting with my counterparts throughout the state, and getting information from other counties. We are working with the State, UOT, and Natalie Randall about launching Timed Entry. It is going to happen. It should launch in April. Possible I-70 billboard to launch times entry. Shanell asked when it went live. The earliest is probably early January 1. Not precisely, just generally speaking. There is a system in place—another meeting for details to be shared. NPS will create information, but they are hoping MATC pays for the marketing. Laici said Chamber could get this out through her office. We are learning from the mistakes of the other parks that are on the reservation system.

The marketing committee needs to get on.

MINUTES

5. Committee Reports:

- a. **Marketing**
- b. **Airport** – updates about the budget for 2022 – Prioritize for capital projects FAA decides too. Delta stops Novem 30th – return 1st or 2nd week of March. Blue Hill Rose project is complete and getting finished up this week. It will start in late January and only interrupts a week. – Big influx with RM. Skywest said they have 20k a year to spend on local marketing. 20k is needed for the match. Advertising minimum of 3 months out. Marketing needs to discuss.
- c. **Chamber of Commerce up above.** – asked about the shuttle that has opened up. SL Express out of Idaho Falls, a federal grant for funds for SL Express, costs around \$40 – no federal money if it is not making money. Critical for our shoulder season. We need to get the word out.
- d. **County Commission** - absent
- e. **City Council** – Kalen next three-county city sustainability – monthly meeting to provide plans to 2030 renewable energy. Millcreek – Parking and access. Solid waste district 10% year to date. On-going housing needs. ADU stable requirements and the market more accessible. Tonight on a water conservation plan.
- f. **Sustainability** - None

6. Future agenda items:

The next regularly scheduled Board meeting will be on December 14, 2021, @ 3:00 pm

Meeting Adjourned – Jason Taylor made the motion to adjourn, Laici 1st – Sharon 2nd, all approved.