

Minutes

**Moab Area Travel Council
Advisory Board Meeting
June 14, 2016
3:00pm
Grand County Council Chambers
125 E. Center Street**

Members Present: Jodie Hugentobler, John Knowles, Howard Trenholme, Sam Wainer, Rachel Paxman via phone

Members Absent: Colin Fryer, Lynn Jackson, Rebecca Davidson, Sarah Sidwell

Staff: Elaine Gizler, Callie Tranter, Robert Riberia

1. **Meeting Called to Order** at 3:04pm
2. **Approval of Minutes**
 - a. **May 10th meeting** Sam made a motion to approve the May 10th minutes, Jodie 2nd the motion. All in favor.
 - b. **May 26th Special Meeting** Howard made a motion to approve the May 26th minutes, Sam 2nd the motion. All in favor.
3. **Public Q & A**
4. **Presentations**
 - a. **John Foster, Museum of Moab, new Museum concept** tabled until August
 - b. **Cynthia Gibson, USU, Swot Analysis** was created by a 10 year professor with the Utah State University in Logan and the Hospitality and Tourism class. Cynthia thought initial response to the analysis was that there were some misconceptions in the report. She shared the report with Rebecca Davidson and Elaine Gizler for some input and feedback and requested that the board give their input as well. Cynthia will email the document to the board.
5. **Director's Report, Elaine Gizler**
 - a. **Visitation statistics** through April are Arches is up 8.79%, Canyonlands is up 19%. The takemetomoab.com url had 4100 visits, our web visits are flat at 911,000, print leads are flat at 23,536 and we had 53,696 click troughs to Moab businesses from discovermoab.com. Top states for lead requests are California, Utah, Texas, Florida, Colorado and Pennsylvania.
 - b. **TAP report** Elaine met with 29 tour companies. She put together a new itinerary to include Utah, Wyoming and Montana. She will follow up with the companies and will send out the leads to the local businesses.
 - c. **Utah Diplomacy Organization, International Visitors** Kate Cannon invited Elaine to give a presentation on tourism. Sarah Bowers wrote a thank you letter to Elaine.

Minutes

- d. **Special Meeting for approval of the Travel Planner redesign on June 23rd** This will be postponed to July 12th.
6. **Committee Reports**
 - a. **Marketing Committee** no report to give
 - b. **Chamber of Commerce** Jodie reported that the Chamber Luncheon will be held on June 21st at the City Building catered by Sweet Cravings with Sharon Keinzle as the speaker.
 - c. **Airport** John had nothing to report. Sam commented that he has heard good input about Boutique Air.
 - d. **Tax Advisory sub committee** nothing to report
 - e. **County Council** nothing to report
 - f. **City Council** nothing to report
7. **Future Agenda Items**
 - a. **Next board meeting will be held on June 23rd** postponed until July 12th
 - b. **Guest Speakers:** August - John Foster, October – Roxanne with CNHA, Howard suggested hearing from the Housing Task Force and Jennifer Jones with the BLM for a recreation update.
8. **Adjourn** Jodie made a motion to adjourn at 3:38pm, Howard 2nd the motion. All in favor.