

Minutes

**Moab Area Travel Council
Advisory Board Meeting
September 13, 2016
3:00pm
Grand County Council Chambers
125 E. Center Street**

Members Present: Jodie Hugentobler, Rachel Paxman, Howard Trenholme, John Knowles, Sarah Sidwell, Sam Wainer

Members Absent: Colin Fryer, Rebecca Davidson, Lynn Jackson

Staff: Elaine Gizler via Skype, Callie Tranter, Robert Riberia

1. **Meeting Called to Order** at 3:00 pm
2. **Approval of Minutes** Sam made a motion to approve the August Minutes, Sarah 2nd the motion. All in favor.
3. **Public Q & A**
4. **Presentations**
 - a. **Sharon Kienzle, MIC updates** Sharon gave the board a printout of the visitation statistics. They show a 2.3% increase with 199981 visitors for the past 2 years. Sharon discussed upgrades and improvements to the MIC building. The MIC will be open 9-5, 7 days a week beginning November 6th through the winter. Closed on Thanksgiving, Christmas and New Year's.
5. **Discussion and Action Items**
 - a. **Event Advertising Grant application recommendations** Sam made a motion to fully fund the Moab Music Festival for \$2000 and the Moab Folk Festival for \$9000, Howard 2nd the motion. All in favor.
6. **Director's Report, Elaine Gizler**
 - a. **Statistics report** TRT is up 6% through June. The unique visits to discovermoab are up 29%, mobile visits are up 97%. Visitation through July to Arches is up 10% and Canyonlands is up 30%. Arches and Canyonlands received 3 stars in the Michelin Guide. 4 or the parks in Utah received that recognition. Top 5 countries requests are the USA, Canada, Germany, UK and France. The top 5 states are California, Utah, Colorado, Texas and Florida. Elaine scheduled a marketing meeting on October 11th at 2pm.
7. **Committee Reports**
 - a. **Marketing Committee** Sam reported that they had a meeting and will have a follow up meeting to discuss the fall funds and getting them in the right markets and push off the season.

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- b. **Airport** John said that it is a quick 40 minute flight to Salt Lake City. The Runway expansion is not going to happen this winter because they are waiting on the assessment plan. It is unclear when the terminal expansion will begin. The airport is working on getting TSA back now.
 - c. **Chamber of Commerce** Jodie reported that the Chamber Luncheon will be held on September 20th at the Blu Pig and the speaker will be Melodie McCandless talking about the tax increase for teacher's wages. The Chamber is also holding a debate for the candidates to share their views at the High School Auditorium on October 12th at 6:30 pm.
 - d. **Tax Advisory sub-committee** none
 - e. **County Council** none
 - f. **City Council** none
8. **Future Agenda Items**
- a. **Next board meeting will be held on October 11, 2016**
 - b. **Guest Speaker John Foster with the Museum**
9. **Adjourn** Rachel made a motion to adjourn the meeting at 3:47pm, Jodie 2nd the motion.