

## Minutes

**Moab Area Travel Council  
Advisory Board Meeting  
January 10, 2017  
3:00pm  
Grand County Council Chambers  
125 E. Center Street**

**Members Present:** Howard Trenholme, Sarah Sidwell, Jodie Hugentobler, Rachel Paxman, Sharon Kienzle, Colin Fryer

**Members Absent:** John Knowles, Curtis Wells, David Everitt

**Staff:** Elaine Gizler, Callie Tranter, Robert Riberia

1. **Meeting Called to Order** at 3:00 pm
2. **Welcome new Board Members**
3. **Election of Officers**
  - a. **Chair** Sarah made a motion to appoint John as Chair, Colin 2<sup>nd</sup> the motion. All in favor.
  - b. **Vice Chair** Colin made a motion to appoint Howard as Vice Chair, Sharon 2<sup>nd</sup> the motion. All in favor.
4. **Approval of Minutes** Rachel made a motion to approve the December Minutes, Colin 2<sup>nd</sup> the motion. All in favor.
5. **Public Q & A**
6. **Discussion and Action Items**
  - a. **Summer Concert in the Parks, Melissa Schmaedick** will run in conjunction with the Farmer's Market in July and will be scheduled for 4 Friday's. Melissa received a tremendous amount of support from the community. She is requesting funding from the Travel Council board in the amount of \$16,700. Colin made a motion to fund the \$16,700 for the Friends of the Moab Folk Festival for the Moab free summer concerts with a note that this is an exemption to what we do, Sarah 2<sup>nd</sup> the motion. All in favor.
  - b. **Assignment of Committees**
    - i. **Marketing Committee** Rachel Paxman, Howard Trenholme, Colin Fryer
    - ii. **Tax Advisory Sub-Committee** Sarah Sidwell, Howard Trenholme
    - iii. **Event/Event Advertising Grant Committee** Sarah Sidwell, Rachel Paxman, Sharon Kienzle
  - c. **2 pm Committee Meetings** Elaine presented the idea of holding committee meetings at 2pm prior to the Board meetings each month.
7. **Director's Report, Elaine Gizler**

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- a. **Statistics** Elaine reported that TRT is up 10% through October with collections at \$4,056,373. Arches is up 13% through November, Canyonlands is up 22% through November. Discovermoab.com web visits is up 10% with 2,829,000. Top page visits are the home page and the Arches web cam.
  - b. **Moab Tourism Expo** will be held on March 2<sup>nd</sup> at the MARC. We are still in the process of finalizing the schedule but we will have a Customer Service speaker for 2 sessions.
  - c. **Moab Guest Guide** ad to build photo library. Elaine presented a mock-up of share a trip, win a trip. The idea is for them to take a picture of themselves in Moab and submit it for a chance to win a return trip. The cost for the ad is \$2400.
  - d. **Anticipated Travel**
  - e. **Billboard at Airport**
  - f. **Christmas 2017 (November 27<sup>th</sup> through December 31<sup>st</sup>)** discussion about starting to get heads together and make December big. A list of ideas was presented and Sharon suggested a Christmas Tree decorating contest. Colin recommended that it be put under the umbrella of the Chamber and the Travel Council could contribute funds.
- 8. Committee Reports**
- a. **Marketing Committee** Colin reported that they need to meet soon and have Love Communications come in March
  - b. **Airport** John was absent but Elaine discussed the billboard at the airport. She has an idea of putting up a Thanks for coming.
  - c. **Chamber of Commerce** Jodie reported that the Chamber luncheon will be at the Blu Pig on the 17<sup>th</sup> with David Everitt as the speaker, they have 2 board openings, they also have a few ribbon cutting ceremonies coming up and the new maps are coming soon.
  - d. **Tax Advisory sub committee** Howard will have a committee meeting before the next board meeting.
  - e. **County Council** Curtis was absent
  - f. **City Council** David was absent
- 9. Future Agenda Items**
- a. **Next board meeting will be held on February 14, 2017**
  - b. **Guest Speaker from UDOT and BLM**
- 10. Adjourn** Jodie made a motion to adjourn the meeting at 4:15pm, Sharon 2<sup>nd</sup> the motion.