



## Agenda

Moab Area Travel Council  
Advisory Board Meeting  
May 12, 2020, 3:00 pm  
Grand County Council Chambers  
125 E Center Street

### 1. Meeting Called to Order

### 2. Discussion and Action Items:

- Request Approval of \$500,000 for 2020 revised Covid-19 Grand County Marketing Program in Drive Markets to be submitted to Grand County Council for Approval. Love Communications submitted the flow of this effort beginning July 2020 through December 2020. Travel Council is asking County Council to approve the month by month spending.
- Travel Council to submit Grant Funding match for \$275,000 for 2021 in U.S. Markets of Chicago, and Austin where Sky West/United operates direct flights to Moab from Denver. The County Council would have to approve the \$275,000 matching funds for 2021 out of the Travel Council budget.
- Travel Council sponsored face coverings, ideally recyclable for particularly the at risk employees in the hospitality industry focusing on the needs of small, locally owned and operated businesses who are acutely affected by the pandemic. Do It For A Local?

### 3. Chairman's Report, Howard Trenholme

- Congressional House Bill originally drafted by Jason Chaffetz.
- Discuss Travel Council Board to restart the process of focusing on the key thoughts from those members of the board who are directly responsible for the taxes created for the Travel Council and its functions, the board functioning parameters. What are the expectations from the entities they are responsible for?
- Airport Federal Grant moneys that offset almost all of the counties portion of the Airport's Operating Budget. How does that affect TC budget funds that were allocated to the airport functions. How much is allocated to this from Tourism taxes?

### 4. Directors Report – Elaine Gizler

National Parks Update

Travel Council 2020 Budget procedure update

Dead Horse Point Update- New Film

Grant Funding submission for Willow Springs and DHP Night Sky Ranger Program

### 5. Committee Reports

- a. Marketing
- b. Airport
- c. Chamber of Commerce
- d. County Council
- e. City Council
- f. CNHA update
- g. Sustainable Committee review- Katy McKay to provide overview of the committee findings.

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6. Public Q & A
7. Future agenda items
  - a. Next Board meeting will be on June 9 , 2020

Closed Session(s) if necessary.

Adjourn

**Note: In accordance with ADA requirements, those needing assistance or accommodations need to notify the Travel Council at 259-1370 at least 48 hours prior to the meeting.**