



## Agenda

Moab Area Travel Council  
Advisory Board Meeting  
September 14, 2021 at 3:00 pm  
125 E Center – Moab, UT 84532  
**GC Council Chambers**

With option for virtual participation via Zoom

### Zoom Meeting Link:

<https://us02web.zoom.us/j/89142083605?pwd=YXRSRTB1MnBxV253NFBwc0IndVZOdz09>

Call In Number: (669) 900-6833

Meeting ID: 891 4208 3605

Passcode: 550191

### Meeting Called to Order

1. **Approval of Minutes: August 17, 2021**
2. **Public Q & A**
3. **Introduction: New Economic Development Director – August Granath**
4. **Presentations: Economic Diversification – August Granath**
5. **Discussion and Action Items:**
  - Electing a new Chair
  - Electing a new Vice-Chair
  - Addressing the new board vacancy
  - Scheduling a workshop dedicated to 2022 budget recommendations
    - Share Chris Baird's 2022 TRT Projections
  - Tabled Requests for Funding from 8/17 meeting
    - Overview of current Event Grant budget and what has been spent so far.
    - Free Concert Series - \$16,700
    - Folk Fest - \$10,000
    - TheFremont Events - \$1500
    - Stage - \$164,773
    - USU Street Light Research Project - \$36,000
6. **General Discussion Items:**
  - Discussion of what is needed for the budget workshop in order to provide effective recommendations. Brainstorm to add to Director's List.
    - Director's List:
      - An understanding of what funding is already earmarked by county administration
      - A list of bodies that are requesting funding from the county and the amount of funding requested
      - TRT and TRCC related budget and expenditures for the past three years
      - Love Communications contract details and value provided to the Travel Council
      - Film Commission budget and value to the community
      - Responsible Recreation Committee and an understanding of what can be done to build the capacity of our tourism education efforts

## **Agenda**

### **7. Board Member Reports**

- Sharon Kienzle
- Laici Shumway
- Jason Taylor
- Jenny Gleason
- Daniel Loveridge
- Shanell Marinuzzi

### **8. Directors Report – August Granath**

### **9. Committee Reports**

- **Marketing**
- **Airport**
- **Chamber of Commerce**
- **County Commission**
- **City Council**
- **Sustainability**

### **10. Future agenda items:**

- The next regularly scheduled Board meeting will be on October 12, 2021, @ 3:00 pm
- Canyonlands National Park (?)

**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.**