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**Moab Area Travel Council
Advisory Board Meeting
January 12, 3:00 pm
Zoom Meeting
Moab, Utah 84532**

Meeting called to order @ 3:01 pm by Howard Trenholme

- In attendance for MATC Board – Howard Trenholme - Cherie Major – Sharon Kienzle – Jason Taylor, and Laici Shumway.

Travel Council – Elaine Gizler, Robert Riberia, and MaryLou Lopez
City of Moab – Kalen Jones
Grand County – Mary McGann

Approval of Minutes for December 8, 2020:

Cherie Major made the motion to approve December 8, 2020 minutes, and Jason Taylor 2nd, all approved.

Presentations: Kelly S Bricker, PHD

Kelly joined the meeting at 3:15. Howard introduced her. Kelly had a PowerPoint that she shared with the Board. Elaine introduced all of the Board Members. Kelly has been at U of U for 15 years. Very involved with sustainable tourism. Elaine joined GSTC 3 years ago for the MATC and wanted to enhance sustainability efforts. We have several videos, and I am very proud of what we have accomplished, said Elaine. Elaine will send the link to Kelly. Moab has forged ahead and very happy to have Kelly on today.

Kelly talked about destination assessments. The leading global authority in setting and managing standards for sustainable tourism. Global Sustainable Tourism Council.

Sustainable Tourism is a journey. New tech is a significant factor. Two kinds of criteria. Criteria for Industry and Criteria for Destinations. Suitable for all types of countries, large and small businesses/destinations. For Urban, Rural, and Natural areas.

GSTC is the keeper of the standards for the role of sustainability standards. The basis for certification, training education, awareness. Guideline for legal and regulatory codes. Measurement & Evaluation, market access clarity.

GSTC Industry Criteria – Guiding principles for all types of tourism businesses, detail supports certification and accreditation of hotels/accommodations and tour operators.

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GSTC Destination Criteria- Guidance for policy-makers, national, provincial, municipal.

GSTC – Accredited Certifying Bodies.

GSTC tourism training Program –Elaine is certified and passed. People all over the world have taken the courses.

What is the destination? It is a geographic area attracted to tourists. Kelly showed the roadmap to a sustainable destination.

Jason feels that we need to get buy-in with all the outfitters and other entities to work together on this goal. It will need to be a large group, not just a small group of people. Cherie suggested we start with a small group, get them trained, and then move into teaching a larger group of people.

The finding from Corragio can help weigh in on the next step. Elaine explained the TC has been doing sustainability. Being here for five years and the locals are screaming about no more tourists. So go through Corragio first, then move to the GCTC. Howard asked Mary if this is the direction we want to go in, and she said absolutely. She is excited to report to the commission this next meeting. Jason feels it is fantastic and feels we need buy-in from the shareholders in the County. It is a great program. Elaine said San Juan County is trying to move in the direction of sustainability. Moab was one of the first counties to push this, and other counties are starting to get on board. We want to invite San Juan County to join a meeting. Elaine is excited to know we will engage the most significant part of the community and get them involved. We are relying on the community to get the messaging.

Howard thanked Katie for arranging this meeting.

Discussion & Action Items:

- Sharon Kienzle nominated Howard Trenholme to another term as Chair and Cherie Major 2nd, all in favor.

Cherie Major abstained from the nomination of Vice-Chair – Sharon Kienzle nominated Jason Taylor as Vice-Chair. Cherie Major 2nd, all in favor. Jason Taylor was voted in as the new Vice-Chair.

General Discussion Items: TRT Potential Funding ideas. Tax Advisory Board's role is to consider funding options for the use of remaining TRTs from the 2021 budget and any amounts that exceed budgeted numbers for 2021 in the TRT and TRCC collections.

- Howard asked where the surplus money went.

Mary has no idea where the surplus money went. If the money is not allocated, the advisory board would like to suggest how the County decides how it is spent.

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Elaine said the money is set aside for bills that come in for 2020 in 2021 to cover the bills. Elaine said we did not have a rollover of funds. The legislator would have to decide if it can be used for other things and put in the general fund. Howard felt it is our role to advise where the money goes. Howard would like to put extra money into the fund balance. Elaine said we should plan on a working session before the next meeting and make recommendations. Elaine will draft the letter and get it off to the commissioners. Howard felt it would be nice to use for housing as it essential for employees and directly affects tourism. Howard suggested that any money held over from the marketing budget should be used for our community. Mary wanted to make sure she heard what Howard was asking for, and she repeated it back to understand what she would talk over with the commissioners.

Chairman's Report: Howard Trenholme:

- Funding for assured housing mitigation, tourism-related capital projects, savings account/set-aside funds, and Moab Chamber of Commerce funding. Capital funds, for example, an amphitheater, conference center at university, Maybe check in with Park City to see how they did it.

Update on discussion with Senator Lee's office (Justin Anthony). Howard wrote a letter about a green energy tax. Sent to senators and representatives as a personal, not business. BLM has 0\$ for green energy

Director's Report: Elaine Gizler

- TRT Update – down \$1,298,000 for the year through October. We have made up quite a bit with October. November will be in around the 21st.
- Corragio – Destination Stewardship. Approved
- Dashboard Review. Elaine showed a map of the visitors from all over the U.S coming to the State.
- Canceled the Marketing Meeting 665K is what we will have after the County/Chris Baird took out of our budget—looking at taking \$275K away from TC for Trail Ambassador and trail signs. Howard wanted to know why our county funds are paying for signs for federal lands. Elaine said we would have \$600K for marketing less than we had last year with COVID—changing all of the videos. Mary said public lands are working with the County. Jason saw the email on what Chris want's to spend the money on. Jason asked if there is there a study group on what we can spend the money on. If so, is there a way someone from the TC can sit in on it? Mary said lot's of studies had been done for Trail Ambassadors. It has shown, it's an effective way to protect our lands. Mary said she discussed it with the commission. Mary will talk to Chris Baird to see if there is a study group outside the commission to have a TC person present. Jason

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would like to have a seat at the table to report back to the TC Board. Mary will let Jason know. Mary said the commission has been in contact with BLM a lot.

- Review of New ADS – Robert to present. Elaine showed the new ad that Robert and Melissa have updated. Elaine would like everyone to go to the page, and it keeps the community informed.
- Design posters for businesses to put up – Collaboration between Travel Council & Love Communications. UOT May pay for production. Will show when all entities have completed with what they are working. Same messaging, so people understand.

Committee Reports:

1. Marketing:

- Not sure what we will have left for funds, I don't think we will reach out to Airports in Chicago and Austin. Cares Act money will have to be returned to the State if not used as required by the State. Elaine has talked to Chris B. We will have to see how much we have to market. We won't have money to go into other markets. 600K is all we will have for the rest of the year. We won't have enough money to utilize to go into the two areas. We might be able to do one. We have to get a finalized budget. Laici asked if we don't utilize the money, do we lose it. Elaine replied, yes, we lose it. Will this impact getting the money in the future if we didn't use it for two years. Elaine said no, we would reapply next year

Airport:

- Howard reported for the Airport. Numbers down, some success, Skydive Moab had their best year. The County gave a large amount of money to bring people into the Airport to Moab. To have the money taken away, I'm not very happy about it. We need to know the numbers and figure out our strategy.

Chamber of Commerce:

- The Chamber is doing well. The Shop Local Christmas auction did well, with positive feedback. This week the business of the year went to Grand Rental Center. Person of the year went to Charles Every.
- State representatives have been beneficial. Jason will be at a Chamber Meeting. The end of the year was rough. Members and fundraising are how we are funded. A few businesses went out of business. We had twenty-five new businesses registered.

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- Laici thanked the businesses for stepping up. We are working on getting more businesses. Brendon is healing and has 6 to 8 weeks of recovery. Retreat in February. We will be having a couple of board seats open.

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County Commission:

- The commission has been busy doing event funding and watching the legislation of the State. Hiring a lobbyist is the smartest thing we've done.
- Utah Raptors State Park is still in the process of trying to pass. Governor's office is in support of this effort. Mary feels this will be a great partnership. They were passing a resolution in support of it. Also, passing a resolution for tailing ponds. Keep everyone abreast of land for pickleball courts. Elaine is researching this. Mary said a couple of OSTA and near high school for the ground and then used as an event. San Juan County turned down the permit for ROTR. They are sending a letter to SJ Commission thanking them for doing that.

City Council:

- Two special meetings first are to move the RAP tax process, and second is the water resource conservation.

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Sustainability:

- Nothing to add, meeting with Kelly presenting today.

Future Agenda Items:

- The Next Board meeting will be on February 9, 2021
- Review of the Budget
- Motion to adjourn Laici Cherie 2nd all in favor.