

# MINUTES



**Moab Area Travel Council  
Advisory Board Meeting  
April 14, 2020, 3:00 PM  
Virtual Phone Zoom  
Remote**

In attendance: Howard Trenholme, Cherie Major, Katie McKay, Zach Bynum, Jason Taylor, and Sharon Kienzle for the Board.

Elaine Gizler, MaryLou Lopez, and Robert Riberia from MATC

Kalen Jones from the City of Moab, and Mary McGann for the County

1. The meeting was called to order at 3:01 PM – Zoom - Virtual
2. Approval of Minutes from March 10, 2020
  - Sharon Kienzle made the motion to approve and Jason 2<sup>nd</sup> - All in favor
3. No Q & A - Emails were to be sent to Elaine
4. Directors Report – Elaine Gizler
  - Update all Websites/COVID 19 updates
  - Melissa is keeping the DILAL and Spend it like a Local up to date. She is working with Rob Walker – offering to sell gift cards to help build revenue for the local businesses.
  - MATC is answering 100's of calls from the office – Lodging Complaints about 60 researching all but 2 could be violations.
  - Websites and FB Social Media are asking people not to come to Moab, but it is a challenge with property owners.
  - MaryLou is updating all business licenses in STR – getting all information up to date.
  - Keri is out photographing BLM Campsites to put on Discover Moab.
  - Robert created history on the discovery of HWY 128 and starting on HWY 313.
  - PSA on lodging campaigns on 97.9 KCYN

# MINUTES

- Elaine has been very busy with conference calls.
  - We have been staying busy at MATC
  - Recap Printout – Moab has taken a nose dive down 38%
  - Website Views are down 69%
5. TRT Fund Balance is about \$646K as to what Chris Baird says right now.
- Operation – Employee Benefits comes out of the fund balance.
  - Fund Balance can be used on operation, and bills due.
6. TRT 2020 Update – Attached – Elaine is working on figuring out what we are looking at for the rest of the year. We are down \$491,000 through March.

Howard asked if there is possibly an emergency fund. Elaine said she doesn't think so.

Elaine said the state is going to do a subtle take off to include some of the Mighty 5.

San Juan County and Moab are hoping to be able to market together.

- CO-OP Tourism Marketing
  - Elaine said if we can guarantee \$250K from County to see if we can get grand funding next year.
  - Kalen asked what co-op funding money helps funding – Grand County \$250K and the State \$250K
  - Howard asked if we have any info when we might open up – May 4 is the date as of now.
  - Kalen said the City of Moab has a special meeting about Best Practices.
  - Howard said minimal testing for COVID is happening, Sharon noted if you have one symptom you can now be tested.
  - Zach said the state is trying to speed things up.
  - Kalen said Local Gov. & Advocates are following very slowly.
  - Jason asked if any employees from MATC might get laid off.

# MINUTES

- Mary said County has to pay the unemployment. Better to keep County employed. It would be an extra \$600.00 per person, and the County will lose money.
- Howard said we need to continue to discuss how Congress does in our town, now an excellent time to work and be better partners.
- Mary talked about organizing a way to have money tax dollars.
- Zach said they reduced pay to 75% salary for Managers.
- Jason said Elaine had brought talented people in to get in to fall and get a gorilla effect. One thing is how important this industry is to our businesses.
- Howard Thanked all who participated with KZMU. Business owners are going to rely on our Boards commitment. MATC is very important.

## 7. Future Agena Items

- Next Board Meeting will be on May 12, 2020

Metting was adjourned – all in agreement.