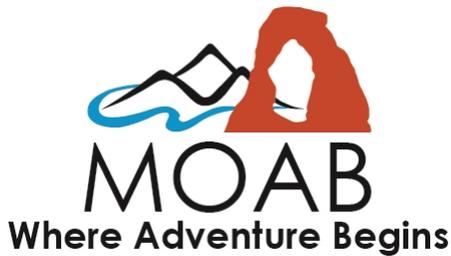


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Moab Area Travel Council
Advisory Board Meeting
October 12, 2021, 3:00 pm
GC Chambers/Zoom
Moab, Utah 84532

Meeting called to order @ 3:04 pm by Jason Taylor

- In attendance for MATC Board – Jason Taylor – Laici Shumway – Sharon Kienzle, and Jenny Gleason
- Travel Council – August Granath, Robert Riberia, MaryLou Lopez, Ben Alter, and Melissa Stocks.
City of Moab – Kalen Jones
Grand County – Mary McGann

1. **Approval of Minutes: September 14, 2021**, Sharon Kienzle made the motion to approve Jenny Gleason, 2nd, all in favor.
2. **Public Q&A – None**
3. **Introductions: Everyone introduced themselves and what they do.**
4. **Presentations: Moab Film Commission – Bega with the Moab Film Commission**

Bega gave a presentation of the films/productions that have been produced in the Moab area. She talked about the movies they are showing for Halloween.

They are asking the TC for funding to continue to keep their office open and business to continue.

Google forum is on her website. You can see the types of productions produced.

The state gives four points back to what is paid to them. The state money gets refreshed every year. Once it is out, it is out. We lost production here because of the cap.

Jason mentioned that the board supports the Film Commission, but it will need to go to the GCC. August said that Chris Baird thinks this might need to be moved to a direct Film and Convention line item. It will have further discussion with Chris B.

Bega thanked the MATC Board for their time.

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5. Discussion and Action Items:

- Plan for new Board Member replacement process – One vacant seat, Tara with GC Admin. The office explained how the process works from the resolution. I talked about Shanell Maranuzi's position will expire at the end of 2021. She has two old applications. Dalton Lopez and Tom Bunn if the board would like to contact them. She then explained the process. The applications go to her, and then she sends the board the vetted ones. Must represent tourism-related businesses. Once the applications are ready and delivered to MATC Board, the applicants can then be scheduled for an interview. The board chair will write a letter of recommendation and send it to Tara, and she will put it on the GCC for approval.

Jason asked if they could interview for the end of the year. Tara said they couldn't be interviewed until after Dec. 1st, as this is the due date for applications.

Mid-term can be filled now, but the board decided to wait until the December 1 deadline and interview after that date.

- Review and consider updating prioritized list of expenditures moved funding for film commission from diversification to film & conventions. The board discussed the possibility of line items to move it too.

August put in suggested edits and comments from Chris B., adding responsible recreation.

Kalen asked if there was money set aside for a rainy day fund. August said a fair amount goes into the general fund. Jason said there is money left over in a spot. Suggest and recommendation to earmark that money for promotion. You have to spend within two years. So, yes, we do have a rainy day fund.

Bega would be under the ED if we took over the Film Commission. The board asked if the city would offer an in-kind space for Bega's office.

- **Board Member Reports:**

- Sharon Kienzle –They have been busy. She is looking forward to doing timed entry (next spring)—closing for ten days after Thanksgiving.
- Laici Shumway - Arches came and gave an update on timed entry at the luncheon. The Utah Alliance Group reached out and talked about Moab's economy. Joe Kingsley was the keynote speaker. A luncheon is coming up about the new voting.

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A gentleman from the Denver branch with the Arches came and talked with us about the updates happening. We are waiting on public comment updates. The Chamber Banquet is coming up on October 29. Laici is going to DC for the Chamber invited by Senator Lee. This week we will have our election interviews coming out. The tree lighting and the light parade are on the horizon.

- Jason Taylor - Busy and steady. The train is helping keep the car rental business busy and has held employees on longer than ever before.
- Jenny Gleason – Redtail updates. FAA proposing changing – limiting scenic overflight tours will affect six businesses in Utah. Arches and Canyonlands included. 380 – 2021 reducing to 308. Past three years data. Working with the train on tours.
- Daniel Loveridge - Absent
- Shanell Marinuzzi - Absent
- **Directors Report – August Granath**
- Love Communication Update – They gave us a rundown of all the past activities. They will come down next Thursday to provide a breakdown of what they do and the cost. Melissa and Robert do all of the creative content. The staff will only be meeting at this time.

Jason suggested having transparency to the community how this money

- I Attended the One Utah Summit in Cedar City, historically the Rural Utah Summit with Governors. Governor Cox is trying to get One Utah going instead of Wasatch Front Policy and Rural Utah Policy.

I was able to meet people from UOT.

We hosted Utah Alliance and Economic Development. A panel on housing and impact – How we are going to manage them.

6. Committee Reports

- a. **Marketing** – there have been no meetings. Laici is excited to talk to Love Communication and keep them involved.

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- b. Airport** – Jenny Gleason said they voted on the Board position. Jenny is excited to be voted to be on the Airport Board. Andy has been working on the budget and has gone to the Las Vegas, Nevada Conference. The runway has been repainted and looks great.
- c. Chamber of Commerce** – above.
- d. County Commission** – Mary attended a leadership committee meeting and was asked to be on the committee. Program on housing, talking about pre-fab housing. Talking about improvements to cut water use
- e. City Council** – Agenda tonight – Land Use Code. Walnut lane on to plan B.
- f. Sustainability** - There is not a committee at this time. The board said they need to get volunteers to get the committee up and going again.

7. Future agenda items:

Meeting Adjourned – Jason Taylor made the motion to adjourn, Jenny 2nd, all approved - at 4:55 pm