



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

Held at the Grand County Commission Chambers
125 E Center Street
Moab, Utah 84532

MINUTES February 13th, 2024 | 3:00 PM

****Time stamps correspond to the videos****

Members in Attendance: Jenny Gleason, Lori McFarland, Sharon Kienzle, Rebecca Monceaux, Brian Hunnings, Jason Taylor, Mary McGann and Laici Shumway.

Members in Attendance Remotely: Alex Borichevsky.

Also Present: Bega Metzner, Robert Riberia, Ben Fredregill, Melissa Stocks and Tammy Howland.

Call to Order - 3:00 PM

00:05:10

Opening Items:

- **Welcome**

- **Introductions**
- **Conflicts of Interest, disclosures, ex-parte communication**
- **Citizens to -be- heard**

00:03:20

Howard Trenholme, Moab resident since 1997, he has a little business. He thanks the board that he got the expenditures report for 2022 it took until December of 2023 to get this information. The money that he contributed in 2022 was about \$6,000 to the state and he looked our report from expenditure especially for in-state promotion advertising a it was Four thousand and something dollars, it was less than his contribution.

He wants Moab city to succeed, the average occupancy rate from last year it was less than 60% number provide by the County. Pleas help Moab City they are talking about property tax you have marketing fund that can fill the hotel room's primary purpose, then more money you make that way that more mitigation money you have to help the rough tax. Please help us, it is a team effort!

Presentations

00:07:30

A. Melissa Stocks, a recap of Frances's Sales Mission 00:07:48

Melissa Attend to Paris from January 22 to January 26 with different DMO. She had 14 appointments with travel agencies and 10 appointments with travel influencers. The travel timing for the French clients to visit Moab are April and October. For accommodation they are looking hotels with breakfast and pool because they are coming with families and children. For the culinary they are looking for fancy restaurants in Moab. French people want

to be involved with our local events. For the environmental engagements partner with the Trail Ambassador. When Melissa was in France, they had the press release about flights from Paris to Phoenix to Moab. At the end of the Sales Mission Melissa attended the Anniversary of Film and TV Celebration. Melissa met the ladies who made the book about Thelma and Louise and they came to Moab to wrote the book. This year they are coming to Moab again for a second book.

Jenny (Chair)asked: When they are coming in July who is going to organize their trip? Melissa responded: No body, they are looking for someone who can support their trip.

Bega: She had a change to meet with this lady last time that they were in Moab. They had a lunch together.

Lori (Vicechair)asked: Have they express what type of activities are looking for?

Melissa: They like dirt bike, UTV, national park. They are looking for experience that they do not have in France like that dirt row.

Alex: How the international travel feel is? I know is been down these few years, do they want to come to the State?

Melissa: They are ready to come to the State, they do know exactly the strategy this year because of the Olympics.

B. Bega Metzger, a recap of the 75-year film 00:18:30

Bega is the new Director of the Monument Valley Film commissioner. She attended to Sundance Festival at the beginning of this year, collaboration with Montana Film Commission. The temperature in Sundance with the new and young is very slow. It was a meet Film commissioners' event in Sundance, she met a lot of producers.

Bega attended the legislator dinner and she was lucky to support of commissioner McGann, Winfield and Hadler.

C. E.D. Directorg Report 00:40:20

Ben Fredregill, attend the 100 years of Film at the Capitol with his wife. 35 or 37% of Tourism is in influenced by film. We were in a good position there is going to be big efforts for film strategy to target the Fall. On the EDD side we follow the second phase of the Trail to Tomorrow which is our consulting project for the strategic plan, we have seven user groups each one of those round tables gave us ideas.

SEUG is becoming Serta and because of his position they automatically put them on that board. Commissioner Winfield has been pushing and helping get this set up is we have a revolving Loan Fund that's is Grant funded it is Grand County only and basically what it is a fund for micro loans.

Next thing was up we received our Goyo Grand for the Arroyo Crossing project, we have it we signed the contract, we have not awarded it yet so we Willard out properly Sky and Forest worked with Caitlyn Myers and commissioners.

He met with Moab Grown, Science Moab, Moab Free Healthcare Clinic and plugged in with the BLM Economist our big gaps still are getting a pipeline with high school and USU; we are working to connect to that.

Next big thing was we were at the Contour air inaugural flight big props to Tammy and her team, we know that we have some challenge changing flights, it is difficult to get here.

Next Tourism Day on the hill, good presentation by the tourism lobbyist. There was an argument that economic trickle-down mode is not one that is perfect for a community I will

guarantee you if we get it is going to affect tourism dollars. We heard from Kem Gardner Institute give a tourism presentation, they are very bullish on what is going to happen this year I am personally I am not willing to dive in and think that this is going to be a great year.

Jenny: Are you going to mention Love's Dashboard?

Ben: We are ready to renew our contract with Love Communications, Melissa and Robert negotiated the contract and there is a \$160k of back to the county. We have dashboard up on the Grand County Website.

Brian Martinez and Ben are splitting a both in ITB Berlin which is the largest trade show for tourism in the world, we will scout it and the idea is to come back with a report. We are going on our won and not with the State and as I pointed out at the tourism day on the hill, they had a big blown-up Arch and the Arch came from Grand County I know that we need Utah Tourism Office of Tourism but I think Utah Tourism Office needs Moab as well.

Brian: Are we close to see the marketing plan presentation?

Melissa: Yes, first we need the commissioners need to approve the contract.

D. Trail Mix, recap 1:13:55

Maddie the director of the Active Transportation and Trails.

Brian: What is causing your part of the organization pain like you could be wave a magic wand and make something go away what would it be?

Maddie: We do maintain on the trails, we have two programs, we have the responsible recreation program but then the original core program is Trail construction maintenance and design as well. Our goals are teaching visitors how to protect themselves, how to protect the environment and how to respect visitor experience.

Brian: Where do you feel like the education fall short? Because I feel like there is so much effort that is put into the education but then it hurts me to hear that you still struggle and this is still your number one pain point.

Maddie: The program starts in 2021 so we are not that far into it I would say, when we started out, we had four staff in, it still a very new program.

Sharon: I think the responsible recreation message is out there they do a wonderful job the MIC does to their job. As much you educate them, they are going to do what they want anyway.

Ben: These guys are the first to get the Trace Gold Certification from Leave no Trace because of their job.

Discussion and Action Items: 1:28:10

Jenny: We have a couple things left, I would think that the bylaws are going to take more than 20 min, do you guys would like to go have that at the end and kind of have that as like takeaway and some people can work on that or I can stop it after 20 minutes.

Lori: I think we need to approve the minutes because we are way behind in the minutes.

Jenny: I got an update from Sky we do not have that we are going to do the next meeting.

Lori: We are like six months behind then.

Sharon: I think we just have November and December to do.

Mary: I know the recording has to be posted within 48 hours.

Melissa: the recording posting automatic, but the minutes no.

Mary: The minutes are supposed to be approved at the following meeting but it does happen not

as bad as it.

A. Discussion Chair, Vice Chair and Secretary 1:30: 48

Jenny: we did have a discussion with Ben, Melissa and Sky just about secretary to chat everyone up we do not have an admin and so EDAB is redoing their bylaws and they are adding a secretary position to their board. Is any body would like to be a secretary it would entail is to take minutes of the meeting.

Brian: Sky was doing it before right? Or who was doing it before?

Mary: Sky was doing before but now she is had to take over trail to tomorrow because they lost the Vista.

Lory: In the budget admin get combined with that and those jobs were supposed to be paid.

Ben: We have an assistant director of Economic Development Department. We do not have an admin in our department. What would you like to drop, Trail to Tomorrow, the Star Grants, what should we put aside to do these minutes for the TCAB?

Brian: Can we explore technology and then run up by everybody and if that meets criteria everybody good with I we can move forward?

Emotion to explore AI options: Brian start the emotion, Sharon seconded, everybody supports the motion.

Sharon: I will volunteer to attempt to come up with something and then I will send it to Melissa, I will volunteer to be a secretary.

Emotion for a chair: Alex will nominate Brian, Sharon second that nomination, everybody supports the motion.

Emotion for a vicechair: Brian will nominate Alex, Sharon second that, everybody on favor.

B. Board Member Reports. 1:49:10

Jenny: Red Tail Air is doing connections fly from Salt Lake City to Vernal Tuesday and Thursday. I am going to attend Go West to bring more groups to Moab, Melissa was great to introduce me to a lot of people.

Lori: As a member of UTIA, I went to Tourism Day on the Hill, behind of all the data, Grand County had a decline in our TRT Revenue last year.

Laici: Chamber got this grant money, and we are working to on putting the money to work. Next week that it is open to all the business to Grand County a training resources at the Element Hotel.

Sharon: 2023 at the MIC ended pretty event against 2022. January is slight up but February is quite down. MIC will change to seasonal hours from 8 am to 5 pm on March 10 and the restroom will be open until 9 pm.

Rebecca: I only been one month at the Element hotel, I like it new group.

Brian: 2023 we finished kind of shared the Trail to Tomorrow means the 2021 obviously was a record year for the lodge and event at a record year the lodge finished at 72% around occupancy, 2022 we finished at 68% and 2023 we finished at 66% occupancy. Revenues have grown because we raised prices, also expanded out services etc.

Jayson: Excited to get back, ripping up main streets for parking, we have big projects going on.

Tammy from the airport: The new airline Contour did get a code share with American Airline.

Big news it that Sky West has bought 25% of Contour and bottom line is that opens up the United to Denver flight for Contour so I am working on that.

Mary: The county felt really good about the French trip, the people who came from France and the we got the recognition as a friendly place to visit.

Adjourn

At 02:19:10, Brian adjourned the meeting.