

Minutes
Moab Area Travel Council
Advisory Board Meeting
January 12, 2006
Grand County Council Chambers

Members Present: Robbie Levin, Bob Jones, Tony Lema Sr., Rachel Paxman, Jim Lewis, Colin Fryer

Members Absent: Mike Smith, Steve Wang

Staff: Marian DeLay, Callie Tranter

Guests: Kim Hoggard, Melissa Schmaedick

Meeting Called to Order: 5:32 pm

Elections of Officer's: John made a motion to keep Robbie as chair, Colin 2nd the motion. Discussion: Colin stated that he is an excellent leader and should remain as chair. No objections. Bob made a motion to keep Steve as vice chair, Tony 2nd the motion. No objections, No Discussion.

Approval of Minutes: Bob made a motion to approve the December Minutes, Rachel 2nd the motion. No objections, No discussion.

Presentations: Kim Hoggard, Rumble in the Redrocks final Report. There was a 10% to 15% increase in participation this year. People are coming from Wyoming and Colorado about 50% of participants are from Colorado. He went to travel shows and a motorcycle facility called Glen Helen to promote his event and Moab. When he goes to shows to promote Rumble in the Redrocks he promotes Moab as well. Bob suggested that we look at our Event Grant guidelines and tie down some loose ends to make it clear what the grant money is to be used for. He stated that he wasn't saying that Kim spent the money wrong but he needed it to be clear in his mind. Rachel made a motion to approve the final grant request, Tony 2nd the motion. No objections, No discussion.

Melissa Schmaedick, Folk Music Festival. She said that she had 1100 participants this year, which is up from last years 900 participants however the sale for the 3 day passes were down. They did advertising in quite a few different ways from postcards and posters to newspaper, magazines and radio. The total budget for the Folk Festival was \$82,000 and of that amount \$26,000 was spent on advertising. She figured the impact on the community from the event was about \$118,000. She stated that she felt the reason for the decline in sales on the 3 day passes were because of the gas prices and presented a graph to the board. Bob asked her if she could give the board a breakdown by state of ticket sales by the month. Tony asked how much time were the volunteer hours? She asked them to look at Table 3 in the report. Bob asked what the growth was over the past

3 years? She told them about 300 people per year. Melissa said that she promotes the event in other cities at Folk Festivals. There's a Folk Festival in Pagosa Springs that has an attendance of 8000. John asked if she has spoken to them about where they promote their event? Melissa says she has spoken with them and received a lot of good ideas. Colin suggested that she write to the Utah Office of Tourism for grant money. Bob made a motion to approve the final grant request, John 2nd the motion. No objections, No discussion.

Director's Report: Fams: From now until February we have 4 Fam Tours. The first one is ATMS that has 4 Travel writers coming to Moab, one in particular was here last year and she is coming back to finish her article and write another one. UOT has asked us to be a part of the Reed Travel Exhibitions Fam tour, these people met with UOT at World Travel Market. We have two other Fam Tours set up for Jan. 29th Go West Summit Pre Fam and Feb. 6th Go West Summit Post Fam. Later in the year we would like to do the NTA Pre and Post Fam Tours but we have to give the NTA members the opportunity to participate first before we go to the public.

TRT: Currently we have 2 outstanding properties for 3rd quarter but we are up 12% for the year without those 2 properties. Marian told the board that the TRT policies and procedures are set up by the County Council and after discussions with the administrator, she has suggested that we go to the Council and ask to change property reporting to monthly only. That is something that the Travel Council will pursue.

Visitation: Arches visitation is up 6 % this year. Bob asked if Canyonlands is up as well? Marian told him yes but that she didn't have the figure with her.

Changes to the Bylaws: This was on the agenda because we said at a previous meeting that we would discuss the attendance after the first of the year with the new board. Bob suggested that we have some allowances for scheduled meetings that are changed during the course of the year. It was agreed that we would wait until next meeting to discuss this so that all members can be present. Marian agreed to write some language and submit it to the board members prior to the meeting.

Schedule of the meetings: Steve emailed Marian prior to the meeting asking her to speak on his behalf since he would be unable to attend. He would like to see the meeting schedule change to the 4th Thursday of the month. No one had any issues with that change. Tony made a motion to approve the 4th Thursday of the month for our meetings, John 2nd the motion. Jim wanted some discussion because of the months of May, November and December. **May there was Memorial Day, November there was Thanksgiving, and December there was Christmas. Motion withdrawn and will be discussed and next month's meeting.**

TCAB Binders: We normally put together Travel Council binders but we haven't seen anyone using them. Would you like for us to put together binders for you. The members said yes but Bob asked if we could keep them so they had them at every meeting.

Committee: PR Firm: Colin asked why we were looking at a PR Firm since we have such a limited budget. He felt that we should let the ads do the promotion themselves. Bob thinks it's worth looking into to see if it's worth it. Robbie suggested that if we didn't find someone that excites us then we won't spend the money but we should look into it. We need to put an RFP out for a project with this amount of money but it's recommended that we put the RFP for the request on what we want and not give a dollar amount. PR Firm committee members are: Tony, Robbie and Bob.

Marketing committee members are: Steve, Rachel, Bob and Colin.

Locator Board committee members are: Steve, John and Tony.

Marian agreed to set up the first meetings and will email the board members with the dates that the committees will meet.

Board Recommendations: We had two applicants for the board position, Scott McFarland and Shawn Ellis. Shawn is a salesman for Sysco, Robbie stated that he didn't think that he qualified for the position. Bob made a motion to reappoint Scott to the board, John 2nd the motion. No objections, No discussion. Marian and Robbie will call him on Friday and do an interview. It's already on the County Council agenda for Tuesday the 17th.

Billboard: Marian reported that we were on hold with our billboard in Fruita because that was part of the grant money from UOT and we need to add their branding to our artwork. They will unveil the brand February 8th.

Future agenda items: Event Guidelines and Schedule of meetings.

Adjourn: Colin made a motion to adjourn the meeting, John 2nd the motion.

Motions:

- Election of Officer's: John made a motion to keep Robbie as chair, Colin 2nd the motion. Discussion: Colin stated that he is an excellent leader and should remain as chair. No objections. Bob made a motion to keep Steve as vice chair, Tony 2nd the motion. No objections, No Discussion.
- Minutes: Bob made a motion to approve the December Minutes, Rachel 2nd the motion. No objections, No discussion.
- Grant Presentations: Rumble-Rachel made a motion to approve the final grant request, Tony 2nd the motion. No objections, No discussion.
- Folk Festival- Bob made a motion to approve the final grant request, John 2nd the motion. No objections, No discussion.
- Adjourn: Colin made a motion to adjourn the meeting, John 2nd the motion.

