

**Minutes**  
**Moab Area Travel Council**  
**Advisory Board Meeting**  
**March 16, 2006**  
**Grand County Council Chambers**

**Members Present:** Robbie Levin, Mike Smith, Steve Wang, Bob Jones, Scott McFarland, Jim Lewis

**Members Absent:** John Knowles, Colin Fryer, Rachel Paxman, Tony Lema Sr.

**Staff:** Callie Tranter

**Guests:** Melissa Schmaedick, Page Holland, Teresa Wyatt, Bruce Hucko, Kim Hoggard, Shrya Scott, Devon Parson, Will Newcomer, Jennifer Jerret

**Meeting Called to Order:** 5:30pm

**Approval of Minutes:** Bob made a motion to approve minutes for the Feb. 16<sup>th</sup> Travel Council board meeting, Scott 2<sup>nd</sup> the motion. No objections, No discussion.

**Public:** Shyra Scott from Salmon Air came to speak to the Travel Council board about adding charter flight service to Las Vegas from Moab, April to October and can operate daily if the flights are needed. Companies will have the option of chartering the entire plane (holding 8 passengers) or purchasing tickets on a per seat basis. She is looking for feedback on whether this is something any companies would use. Shyra mentioned that flights are available now and that multiple planes would be available for larger groups that needed to travel at the same time.

**Moab Photo Symposium-Bruce Hucko:** The theme this year for the symposium is thinking outside the arch. They like to change the theme annually because it's more interesting and it draws new people and keeps participants from prior years coming back. They have an average number of people of 55 to 65 and they're anticipating 100 people this year. What would be the maximum size this event can hold? The event is held at the MARC and the maximum the MARC will hold is 172. Robbie asked what his request was last year? Bruce thinks it was \$2200. Steve asked if the participants are coming to Moab for the first time are have they been here before? It's mixed.

**Rumble in the Redrocks-Kim Hoggard:** Changing the event a little bit this year by adding a Road Rally and trying to add other events such as: Dual Sport Ride, Pit Bike race and RC Car event. All the participants for this event are Motel or RV Park based with an average stay of 3 nights and eat at the restaurants in town because they don't have many vendors (chamber sales hot dogs and coke) so that has a good impact on the community estimating about 900 people this year for the event. They bring in more than just their bikes for the event they make this a mini vacation for families. This year he plans to do advertising in way of TV in Grand Junction, radio in Farmington, NM with

Big Dog a DJ by the name of Shark, three stations in Grand Junction in cooperation with Grand Junction Harley Davidson and print ads in Cycle News. He has a letter from Grand Junction Harley Davidson regarding the Road Rally this year, which is being touted very heavily. Grand Junction Harley Davidson said this is going to be the last great road rally of the year. Robbie asked what the request was last year? Kim told him \$10,000.

**Adventure Xtream-Will Newcomer:** This event is a nine event series with a 12hr adventure race including Mountain bike, trail running, kayaking, navigation, rope skills with solo, 2 person teams or 4 people categories. The fall race is a 300 mile race that takes about 3 ½ days. They have had a 20% growth in participation numbers with venues in Breckenridge, Vail and Durango. They have cut the participant fee in half from \$800 to \$395 with 90% of the participants from out of town. They cross market the events with each other, when advertising they market the whole series. They have some marketing for Moab primarily and don't receive funding from other venue locations.

**Artist Studio Tour-Page Holland:** They are interested in having three weekends this year, 2 weekends in September and 1 weekend in December. They duck tailed along with the Music Festival last year and found some problem area with mapping and the route. They will work on that this year and try to target more artists. They have purchased ads in Music Festival programs and last year they advertised in Southwest Art Magazine, it was expensive and they didn't receive much feedback from it so they will try doing ads in regional cities this year. They will try to have some incentives like door prizes to get people to fill out surveys. They would like to make Moab more of an artist destination.

**Music Festival-Jennifer Jerret:** This event brings in 65% of artists from outside Moab. An average of \$1,000,000 is spent in the community for the 3 weeks of the Festival if you look at 3 meals a day at \$35 a day and lodging of \$70 a day also figure about \$200,000 spent by the festival in Moab. They changed the advertising with the help of the Moab Area Travel Council to give the Festival a new look and they will be updating the website and brochures as well. They are going to request grant money from the Utah Office of Tourism also that will help them with advertising as well. The total marketing budget is \$61,000 and they are asking for 16% of that which is \$10,000. They are in the deficit this year so they would appreciate the assistance. Steve asked how the PR has been working with the consultant? Her name is Elizabeth Orkin in New York and she does all the national PR press related campaigns. She works with national newspapers, national magazines, TV and radio. Coverage on the discovery channel, she helped facilitate a big article on the front page of the New York Times also works with the Tourism Industry. She's currently working on some promotional tie ins with Verizon. They added another Grotto concert because it is always a sell out.

**Winter Sun Festival-Teresa Wyatt:** They do advertising in Salt Lake City, Denver, Grand Junction and four Corners. They had some floats register from out of town Schriners from SLC and boats from Lake Powell were supposed to come but that didn't

happen last year. Bob is just curious about the print ads he would like to see Teresa bring them into the Travel Council so that we can take them to our next board meeting.

**Folk Music Festival-Melissa Schmaedick:** They are in the process a couple of parallel tasks with the first booking, developing artwork and updating the website. They are to date about 50% booked with there artists. She has filed a request for a grant from the State's Arts Council, which was granted and she will also apply for a grant from the Utah Office of Tourism. The grant money will be spent on 3 specific items: 1. Developing a press kit. She would like to design something with a lot of color with the inside including a kit, promotional photos, contacts and information sheet with advertising rates. She showed the artwork for this year that has a landscape photo in the guitar and she's had comments from people about using the arch in the photo. Bob stated that if she's asking our opinion we would like to see her use the arch in the photo because it's a recognizable symbol and locks it in to Moab. She had and idea to advertise in Skywest Magazine because it's inevitable that people will pull that magazine out. 2. Underwriting Costs for Radio Stations. This is the best form of advertising for the Folk Festival. \$1500 represents 3 radio stations, roughly about \$500 to buy a radio spot. Plan for the year is to work with 15 stations this year as opposed to last years 10 stations. 3. Regional Newspapers. \$3700 request for newspaper, low amount considering the placement she would like to go in like the Denver Post. The production of the press kit would be kept in Moab. The budget is the same as last years budget, they didn't meet the target last year so they are trying to stabilize this year.

**Budget Funding:** Total budget for event funding this year is \$45,000 with event requests tonight of \$46,786. Robbie stated that Callie had some more information regarding more events that would like funding. Callie told the board that she knew of 4 events that would probably request funding: Iron Horse Rally, Canyonlands Volleyball, Skydive Moab, and the Bike Festival. Robbie went over the scoring procedures to refresh the board and let Mike and Jim know of the procedures and matrix. They break it down into categories 1.length of event & years applied for funding. 2. Season/off season. 3. # of rooms being booked. 4. business to restaurants. 5.Bonus points. After the scoring was done the matrix came out to award the following:

Moab Folk Festival \$8000

Moab Music Festival \$5207

Adventure Xstream \$2283

Rumble in the Redrocks \$5277

Moab Artist Studio Tour \$3838

Moab Winter Sun Festival \$1500

Moab Photo Symposium \$1835

Scott made a motion to approve the following grant funding, Mike 2<sup>nd</sup> the motion. No objections, No discussion.

**Adjourn:** Steve made a motion to adjourn the meeting at 8:20pm, Mike 2<sup>nd</sup> the motion. No objections, No discussion.

**Motions:**

Approve Minutes: Bob made a motion, Scott 2<sup>nd</sup>  
Budget Funding: Scott made a motion, Mike 2<sup>nd</sup>  
Adjourn the meeting: Steve made a motion, Mike 2<sup>nd</sup>