

Notes
Moab Area Travel Council
Advisory Board Meeting
May 25, 2006
Grand County Council Chambers

Members Present: Colin Fryer, Rachel Paxman, John Knowles, Jim Lewis, Scott McFarland

Members Absent: Robbie Levin, Steve Wang, Mike Smith, Tony Lema, Sr., Bob Jones

Staff: Marian DeLay, Callie Tranter

Guests: Karla, Mandy

Meeting called to Order: 5:37 PM

Approval of Minutes: the approval of minutes was tabled due to no quorum.

Event Application: Karla and Mandy- Desert Veils Belly Dancing

The application was given to the board members at the last meeting, even though the event has already happened they are still interested in requesting the funding. They put up posters in Colorado, Nevada, Idaho and Utah, as well as advertising in newspaper, brochures, website and some radio. The show was free but they asked for donations and did a raffle. There were about 200 people from out of town as audience for the festival. Marian told them that we did not have a quorum tonight so we would have to discuss this at another meeting and that maybe we could have a special meeting to make the decision.

Les Titus- LAGBRAU

This event was tabled until next month so he could be present.

Director's Report: Marian gave reports on several things tonight, phone leads appear down but that was due to a new system we got to do all of our input and Tina thought that it was a request for a phone book but we've cleared that up and the leads should appear good again. There is a 40% increase on the website and click throughs are up 68%. TRT looks poor right now but that is because Jeep Safari was held in April this year as opposed to last year in March. We'll have a more accurate account after 2nd quarter.

Utah Tourism Conference: The conference was well attended but they are considering having it at a different time of year next year. A lot of outfitters are unable to make it to the conference with it being held in May. Bob Jones received the Hall of Fame award at the Conference.

Pow Wow: Marian had 32 appointments and they were very upbeat and positive, she will get the leads out to everyone soon.

Travel Council is moving to the building around the corner. The lease is up on the current building we are in at the end of May but the Council is trying to extend that lease for one month so we have a little bit more time to move and remodel.

The County Council is in search of a new administrator; in the mean time we will report to whoever sits on our board, which is Jim Lewis.

Colin suggested that we explore our options for coop funding from the state, the applications need to be in by August for next years funding so the marketing committee should get together to look at some areas of interest.

Film Commission was mentioned and Jim told us that he asked some members of the old film commission board to help out if they are available and if anyone else was interested in helping we can add names to the list on the website. Aaron Syrett with the Utah Film Commission will also help if we can't find a location scout to do it for free. In the meantime the phone calls will be referred to Jerry McNeely.

Jim also announced that Mesa Air would like to do an open house and asked if the Travel Council could help out, specifically with PR.

Locator Board Committee- John gave a report to the board that they were looking into were the locator boards would be best seen and working with the City to see if they would allow it on the sidewalks and not attached to a building. They would like to put 2 on each block but on opposite sides of each other on the 3 main blocks. Steve is checking on pricing and would get back to the committee. They have seen some locator boards in Park City and Cherry Creek. They are looking at about 7 feet high and 3 feet wide. The information on them will be pretty general with a map of Main Street. Rachel asked if this would create a conflict with businesses that are not on the locator boards. John stated that we are not trying to advertise specific businesses, were trying to get visitors to stay longer. Marian suggested that they look into Earth Studio for a bid since they do a lot of iron work.

Marian gave an update on a couple of Fam Tours that we hosted: Lazelle Jones was here earlier this year on a fam tour and has created several articles (Lifestyles Magazine, RV Journal, and another camping magazine) because of the tour.

Gary Cralle was here 1 year ago and took photos of Moab that was aired on Fairchild Toronto, 80% of it is Chinese TV.

Future Agenda: Event Guidelines and Les Titus-LAGBRAU