

Minutes
Moab Area Travel Council
Advisory Board Meeting
June 15, 2006
Grand County Council Chambers

Members Present: Steve Wang, Jim Lewis, Mike Smith, Scott McFarland, Rachel Paxman, Bob Jones

Members Absent: John Knowles, Robbie Levin, Colin Fryer, Tony Lema Sr.

Staff: Marian DeLay, Callie Tranter

Guests: Bruce Hucko, Les Titus, Brian Parkin

Meeting Called to Order: 5:36pm

Approval of Minutes: Bob made a motion to approve the April 20th minutes, Rachel 2nd the motion. Mike made a comment that he would like to see the minutes changed to state that he asked if it was protocol for an event to come back to the board if they didn't like the amount granted?

Moab Photography Symposium final report-Bruce Hucko: They successfully completed the 3rd annual Photo Symposium with less attendees. They're not sure why but they had great enthusiasm and are changing the event to a 4 day event next year as well as starting a fall workshop. Approximately 1/3 of the visitors were repeat visitors and the participants are extending their stay. Overall it was a great event and they will work on getting sponsors as well as working on a new website moabphotosym.com. Steve commented that he didn't want people to get discouraged, this is a great event and something he's interested in promoting, it compliments the area. Scott asked him how the event worked out with other events? Bruce said that having it during Mother's day was a good time, nice bloom, not too busy, no flies. Bruce told the board that he is thinking of having a cut off time for registration next year or charging more for people that register late. Bob made a motion to approve the final funding, Mike 2nd the motion. No objections, no discussion.

LAGBRAU-Les Titus: For the last couple of years he has wanted to create the most scenic bicycle ride in the world and he's started that with a 7 day ride beginning in Blanding to Zion. This year he is doing a 10 day ride that includes Moab. The riders will spend 2 nights in Moab where as most of the other stops are 1 night stays. Fees for the event are \$995 per person for the 10 day event with 1/3 of the participants staying in hotels and 2/3 will staying in a campground, they have there meals catered by local companies and they are also looking at doing some entertainment in the evenings. Bob asked if he had requested funding from other counties for this event? Les said that he is meeting with Garfield and Iron counties. Les is hoping to get bigger sponsors like Walmart although he has some sponsors currently. The advertising he is doing is in

Adventure Cycling Magazine, Bicycling Magazine and some billboards. Steve told Les that the board would not make a decision tonight regarding his funding and will have to be brought up at another meeting. After they have discussed it Marian will give him a call.

Tribal Belly Dancing-Jamilla: They presented their event at last month's meeting but there was not a quorum so a decision was not made at the last meeting. Steve asked if there was a breakdown on what was spent? Marian went over that with the board. The advertising they did was all regional. Bob stated that he had concerns about the request for funding after the event has happened. The guidelines don't pinpoint things like they used to and they need to be reviewed. Bob made a motion to not approve funding for the Belly dancers, Mike 2nd the motion. Bob withdrew the motion because in discussion Jim brought it to our attention that it was not a correct way to make a motion. Rachel made a motion to approve funding for \$1000, the motion failed due to lack of a 2nd. Bob wanted to add that he thought it was a great event but he's having a hard time with them coming to the board for funding after the event is over.

Director's Report: Stats are in the front of the binders and this report was given to the Chamber of Commerce and Rotary.

Postcards-Marian passed out the direct mail postcards that were done by Adco at \$800 and was mailed out by a direct mailing company Ken Kaufmann at \$1300. The postcards were sent to 2,000 people that fit a demographic that we targeted. Steve commented that the postcard is beautiful but direct mail is expensive and it would be interesting to see how effective this is. Bob was having a hard time remembering that it was approved to target those states. Marian stated that the board approved the target states and the demographic in the marketing plan. Scott commented that there was a shift in where people were coming from 5 years ago and he's seeing a shift again, so it would be interesting to see a report on the last 4 or 5 years regarding the numbers of interest for the states and show a percent increase or decrease. Bob requested that Robert email the photo for the postcard to the board members. Marian told him he could do that next week.

Brian Parkin- came to see what the Travel Council board was about and wanted to ask the Travel Council board to use their influence to persuade people to not use the term "off season" and to use "winter season" because it puts people off to hear that. Also, he wanted to know who the board members were and requested that it be added to the website.

Discussion: Event Guidelines- Marian told the board that she had received a phone call today about the event calendar and having retreats listed on the calendar. The caller suggested that their daily tours could be classified educational, thus a retreat, and they would like to be added to the calendar daily as an event. In the event guidelines workshop we will define event.

Regarding the grant funding guidelines, Steve suggested that everyone read and review them thoroughly and either they get together at a special meeting or hold a workshop. Marian stated that we are tired of putting grant request on every agenda and suggest that we do as UOT does and set this up for once a year. Then, if an event organizer doesn't make it to that meeting, then they have to wait till the next year cycle. Let's just plan on a budget item of \$45,000.00 a year for event funding. Steve asked if we want to hold a special meeting for the board to attend or do we want to set up a committee? Scott liked the committee idea. Rachel, Bob and Marian will make up that committee and at the next meeting they will give a report. The board requested that the July 20th meeting be 1 hour for a board meeting and 1 hour for a workshop and to not accept grant applications. Get comments to Marian regarding the Event Guidelines and Marian will take them to the Committee.

Other: Jim commented that the Trail Mix has come to him regarding the Mountain Bike brochure and asked where we were at with that? Marian told him that Jenni Massi came to see her and will get the maps and text to her.

Scott commented that he thought it would be beneficial for people that receive grant money to attend a marketing seminar and that we should make that mandatory in a section of our guidelines.

Adjourn: Rachel made a motion to adjourn the meeting at 7:30 pm, Mike 2nd the motion.