

Minutes
Moab Area Travel Council
Advisory Board Meeting
August 17, 2006
5:30 pm
Grand County Council Chambers

Members Present: Mike Smith, Robbie Levin, Rachel Paxman, Steve Wang, Colin Fryer, Tony Lema Sr., John Knowles

Members Absent: Jim Lewis, Bob Jones, Scott McFarland

Staff: Marian DeLay, Callie Tranter

Guests: Les Titus

1. **Meeting Called to Order:** 5:33 pm
2. **Approval of Minutes:** Colin made a motion to approve the July minutes, Rachel 2nd the motion. No objection, no discussion.
3. **Public Q & A:**
 - a. LAGBRAU- Les Titus wanted to comment that it was important to him that Moab was included in his bike tour. He placed an ad in Bicycling magazine and has about 70 people signed up so far. 30 people are signed up for the Moab stretch and about 1/3 will stay in hotels. So far he's spent about \$5000 in advertising. Blanding has given him \$500, St. George has committed \$1000 but hasn't received that yet.
4. **Discussion:**
 - a. **Tribal Belly Dancing-Karla:** Marian showed the board a timeline that she had printed up regarding conversations she has had with Karla and stated that in her mind nothing was done incorrectly. Tony stated that us not having a quorum is making him feel bad and that it wasn't her fault. Robbie said that we learned a lesson here and the way that we are doing it now was the way it was intended to be. Tony made a motion to fund the event. Robbie asked him how much and Tony withdrew his motion. Rachel said that she had figured up some numbers for her advertising costs excluding the gas and hotels. Marian stated that one of the board members had given her the funds. Tony made a motion to fund the event \$1000 with a break down for this years figures on her next application, Mike 2nd the motion. Rachel asked the board if this was going to show people that if you whine enough you'll get the funding. Steve agreed that it could create some problems and asked what kind of message we are sending to

other people. Robbie commented that this kind of thing doesn't happen and he doesn't think that it will be a problem. They took a majority vote and it passed.

- b. **Northwest Project (Oregon-Washington Advertising):** Marian gave the board a printout on the advertising we did in this area because Bob asked for it and then he wasn't at the meeting.

5. Chairman's Report: none

6. Director's Report:

- a. Melissa Schmaedick brought some Folk Festival kit folders into the office that they created with some of the event funding they were awarded.
- b. Serena Supplee came in and showed Marian an ad that they had put in Southwest Art magazine.
- c. The German travel planner that we participated in, in conjunction with the Utah Office of Tourism is completed. The planner is all done in German.
- d. Marlboro "Outwit the West 3" is out and it has a lot of Moab in it, which includes some local businesses. This was something that the Travel Council did not participate in.
- e. At the last meeting Rachel suggested that we contact some radio stations and see if we can get our events and news on air. Tina did some research and came up with a list of businesses that would accept certain things. Most said they would use it as filler if they needed it.
- f. We have some Fam tours coming in and Marian gave them of list of those.
- g. Tailing Times is a newsletter that comes out on a quarterly basis that gives the public information on the status and updates of the tailings project. Marian will get those sent to her and will make sure the board gets them.
- h. TRT is up 9% with 5 outstanding properties. Robbie also stated that we should be getting 2 new hotels in Moab, the Hampton Inn and the Springfield by Marriott.
- i. Marian turned in our application for co-op funding through UOT. She told the board that we put it 5 applications for the Travel Council, Utah's Canyonlands, Sunparks, Utah Travel Regions and Vernal, Price, San Juan and Grand County. September 12th is the oral presentation and we should know something by September 15th or 16th.
- j. Marian received an email from a visitor that was complaining about a hotel in Moab. So Marian just reported that to the board and told them that she was concerned about this type of customer service and how it could affect Moab.
- k. Steve made a couple of comments that we should start looking at where we are going to market this coming year. Marian commented that the Marketing committee needed to do that. Steve also asked if everyone had seen the Utah Travel Guide. We need to sell the experience that they'll have by coming here.

7. Committee Reports:

- a. **Marketing Report:** Colin reported that they haven't had a meeting but he will get one together within next few weeks.
 - b. **PR Firm Report:** Robbie has been looking into some things and will get the committee together soon.
 - c. **Locator Board Report:** Jonathan from Earth Studio is really busy but he referred us to Jim Aleff and he's interested in working with us and will get a design to Marian. Steve commented that the committee needed to meet when the designs come in first before it's brought to the board.
- 8. Other:** LAGBRAU was brought up again and Tony thought it was an honorable idea because he's going to donate money to charities. A comment was made that Les said that he was in the hole every year so he's not able to donate to charities at this point anyway. No funding was awarded.
- 9. Future Agenda Item's:** Application requirements.
- 10. Adjourn:** John made a motion to adjourn the meeting, Mike 2nd the motion. No objections, no discussion.