

Minutes
Moab Area Travel Council
Advisory Board Meeting
January 18, 2007
5:30 pm
Grand County Council Chambers

Members Present: Steve Wang, Rachel Paxman, Robbie Levin, Jason Taylor, Colin Fryer, John Knowles, Jim Lewis

Members Absent: Mike Smith, Bob Jones, Tony Lema Sr.

Staff: Marian DeLay, Callie Tranter

Guests: none

- 1. Meeting Called to Order:** 5:37 pm
- 2. Approval of Minutes:** Colin made a motion to approve the Dec. 11th minutes, John 2nd the motion
- 3. Election of Officers:** Colin mad a motion to elect Robbie to be chair, Steve 2nd the motion. John made a motion to elect Steve to be vice chair, Colin 2nd the motion.
- 4. Assignment of Committees:**
 - a. Marketing Committee: Colin Fryer, Steve Wang, Bob Jones, Rachel Paxman
 - b. PR Firm: Robbie Levin, Bob Jones, Tony Lema Sr.
 - c. Locator Board: Steve Wang, John Knowles, Tony Lema Sr.
- 5. Public Q & A:** none
- 6. Director Report:**
 - a. Trade Show Report: San Mateo was more of a fishing show and Marian stated that we would not do this show again.
 - b. TC Staff Report: Marian wanted to let the board know that Callie and Marian would be traveling a lot the next couple of months, the next show that she would attend is going to be the Oregon show and Go West. Callie will be at a Denver show, so if they can't get a hold of us that is why.
 - c. TRT Report: Monthly properties through December are up 9%
 - d. Marketing Meeting for Event Organizers: The meeting will be held at the Grand Center on Jan. 31 at 10 am, if the board would like to give a presentation that would be great or if you would like to attend.
 - e. Final payment: Artist Studio Tour did not advertise where they said they would in the application but they did advertise, so we will go ahead and request final payment.
 - f. Colorado Survey: a summary of the results are in your notebooks but if you would like a copy of the full survey just come to the office and we can

print you a copy. The survey was taken in front of the MIC and City Market during the months of October and November.

7. Discussion:

- a. Radio Commercials: Marian played the Radio spots for the board and pointed out that the ads are different in that they pertain to the current season for that time of year. Steve commented that he thought we were past the jingle. Robbie asked what we would have to do to change the radio spots? Marian stated that Colin would discuss that in his Marketing Report.
- b. TV Commercials: Marian showed the board the commercials that we currently have and told them they were 30 sec. commercials. Utah Life Elevated logo had to be on the Colorado commercials last year because of the co-op funding we received from UOT. Colin also showed the board the UOT commercials for 2007. The board really liked the commercials and Robbie asked if we could edit the b-roll from the UOT commercials because it's much better stuff than what we have. We can use any of it.
- c. Print Ads: Inside their notebooks are a few ads for them to see. Steve stated that Moab's branding is Delicate Arch and it needs to be the focal point of the ads.

8. Committee Reports:

- a. Marketing Report: Bob and Colin had a meeting and decided to the billboard on the Colorado front range area be will be more specific in choosing the locations. The state buy will come in March and April in way of TV and the Madden insert. They will also be doing National print buys at that same time. Bob suggested in the marketing meeting that we advertise after the state so we can be out there a little longer. The marketing committee also thought that we should encourage people to come in the summer, people think it's too hot so let's promote the water. We should use advertising money on radio to promote the Colorado river and river activities. Marian recommended that the board consider 60 sec. spots versus the 30 sec. spots because they're too short also if we hurry and change the radio we can trade spots for giveaways. DJ Media will submit 2 ads and CBS Outdoor will come up with something as well. Robbie thought that we should follow the same pattern as UOT. Rachel made a motion to accept the Marketing committee recommendations, John 2nd the motion.
The board suggested buying a 3rd page for the Madden project and opening up to partners. The Madden insert is limited to 20 pages but Marian wouldn't mind doing the footwork if it's available. Steve commented that the insert is more of a research ad to learn about Moab and that we should focus on www.discovermoab.com, he's not sure how effective it will be for businesses. Robbie agrees and also suggested we use a lot of visual & contact. Robbie and Jason will work with Marian on the 2 page ad for Madden that is due by Feb. 23rd.
- b. PR Firm: none

- c. Locator Board: Steve and Marian met with Donna and she was very receptive to working on the Locator Boards. They asked for the city to contribute 50% as well as maintenance. Donna liked the design but needed to check with UDOT, Marian will follow up with her.
- 9. Other:** Southwest Magazine will unveil their new magazine at ITB and they have offered us an introductory rate for a 1 pg., 4 color ad at \$250 or a 4 color spread at \$450. Should the Travel Council consider placing an ad in this magazine? The board would like Marian to do some research and get back to them. John commented that the Fruita billboard didn't have any snipes on it. Marian will contact the company. Colin commented that the type on our ad is not bold enough and that we should get a font that's a part of our brand and we need to make it consistent. Robbie suggested putting the ad from our brochure into the ad and see how it looks.
- 10. Future Agenda Item's:** none
- 11. Adjourn:** Rachel made a motion to adjourn the meeting at 7:20 pm, John 2nd the motion.