

**Minutes**  
**Moab Area Travel Council**  
**Advisory Board Meeting**  
**February 22, 2007**  
**5:30 pm**  
**Grand County Council Chambers**

**Members Present:** Robbie Levin, John Knowles, Rachel Paxman, Bob Jones, Tony Lema Sr.

**Members Absent:** Jason Taylor, Steve Wang, Colin Fryer

**Staff:** Marian DeLay, Callie Tranter

**Guests:** Sara Melnicoff

1. **Meeting Called to Order:** 5:35 pm
2. **Approval of Minutes:** John made a motion to approve the January minutes, Rachel 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Presentation:**
  - a. Mike Johnson-Extension-Removal of Tamarisk- he was unavailable to come to the meeting but asked to come to one of the board meetings at another date.
  - b. Sara Melnicoff- she just wanted to come back to give the board an update on the volunteer vacation program. Sara also told us that Denise has a group of 100 volunteers for Memorial Day. Marian mentioned to the board that Sara gave a presentation at the Event Marketing Meeting for the events to get involved. At this time Moab Solutions does not have the funding to update their website but Marian told Sara to email the information to her and we could get something started on [www.discovermoab.com](http://www.discovermoab.com).
5. **Discussion:** Supporting SUU Survey- Emmett Steed called regarding the survey, he had asked hotels if they would participate and 5 hotels committed and 1 hotel followed through with 3 surveys. Marian asked if anyone was interested please get a hold of her.
6. **Chairman's Report:** none
7. **Director's Report:**
  - a. The Madden ad is due tomorrow so she showed the board 2 ads and asked them to choose one of them so that we could upload them. The board chose the ad with the clouds.
  - b. Marian showed the board a copy of the Outside Magazine ad the is in the March issue and told the board that we have time to change the text and

photo for the next issue. Bob suggested that we maintain the same font as our other pieces and add the new golf photo for the next ad.

- c. TRT is up 10% for 2006, we are on par or above from other counties across the state. Robbie wanted to report that the county is considering increasing TRT due to the airport needing fire protection. Corky told Marian that they have to have a fire house, truck and staff that would cost approximately \$180,000 a year. Bob said that he thought essential air service is a business that should grow itself and to continually put the tax burden on the public is ridiculous. It was asked if the increase had to go to the Travel Council? Marian told them that the county could spend it, it did not have to go to the Travel Council. Tony said he already has people in his shop complaining about the taxes. The board unanimously agreed that they are against having a TRT increase. John excused himself at 6:20 pm. Tony suggested that they just increase the tax to what they need and not the full amount.
  - d. Event marketing meeting- the meeting went well, everyone was in attendance, it was supposed to take 2 hours and wound up being 3 hours. Marian is working with the chamber to create another meeting of this type for all events.
  - e. Travel guide- we are running out of our travel guide so we are printing 30,000 more and we are almost out of our photo brochure. Marian commented that she wasn't sure we needed both brochures. Bob suggested that we look into it more before we abandon that piece. If we build into our Travel guide some sex appeal then it may be okay. Some people need to be won over. Marian suggested that we have a marketing meeting to discuss the brochures.
  - f. Leapin Lizard- they submitted a letter to the board after the deadline for event grant applications but was unsure about continuing the event for 2007. They have now decided to hold the event this year and would like some help. Robbie commented that these are extenuating circumstances. Bob asked Marian to get with them and have them come up with something to bring to the board using the remaining funds. Marian reported that there was \$1900 left in the budget.
  - g. Marian presented a letter to the board from Red Olerich regarding advertising in Outdoor Utah with a rate of \$6200 for a full-page ad. Bob asked to justify the letter.
  - h. Utah.com has asked us to do advertising with them, last year we received the top spot on their website for free when it's normally \$7500 per year. Bob suggested leaving it to the marketing committee.
  - i. We are hosting a fam tour, Najda is a writer for a French travel guide, Marian will meet with her for breakfast.
  - j. Go West Summit- this was good and the leads will be completed next week. Rachel excused herself at 7:00 pm.
8. Other: none
  9. Future Agenda Item's: none
  10. Adjourn: the meeting was adjourned at 7:03pm we did not have a quorum.