

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

**Members Present:** Robbie Levin, Jim Lewis, Tony Lema Sr., Rachel Paxman, Steve Wang, Jason Taylor, Bob Jones

**Members Absent:** Colin Fryer, John Knowles

**Staff:** Marian DeLay, Callie Tranter

**Guests:** Corky Brewer, Bob Greenberg by phone

1. **Meeting Called to Order:** 5:34 pm
2. **Approval of Minutes:** Rachel made a motion to approve the February minutes, Jason 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Teleconference with Bob Greenberg:** Jim stated that the County Council put out to bid a new EAS service because the carrier has been contacted through a written letter regarding some issues regarding the service and to date the County Council has not received a response. Corky gave an estimate of \$208,000 to cover the costs of the fire service for the airport to include training, 2 man staff, hourly change to some extent, 15 min before and after flight, etc. The County Council is considering a TRT increase of .75% and that would be to cover the costs of the fire service. Jim also reported that the enplanements have increased. Steve commented that the airline is not dependable. Bob Greenberg called in and told the board that he has had conversations with EAS and they were very responsive. The schedule was set up to make the flight run 15 minutes late but since March 11<sup>th</sup> they have changed the schedule. Bob Greenberg told the board that he thought it would be very short sighted of us to wave it away. We could tell Mesa Airlines that they have a year to prove it to us and that it is worth the risk. Corky is willing to work in some budget constraints, under the plan it will only be staffed during the flight period. By June 7<sup>th</sup> there has to be fire protection or we loose this service(19 passenger). Rachel commented that if the County Council increased TRT for the fire service for 1 year and then the contract wasn't renewed then the Travel Council loses that TRT. Bob Jones said lets use the 10% increase you get every year without having to raise taxes. Bob Greenberg told the board that he was not involved in the budget process last year and does not know where that increase went this year. Steve wanted to address the fact that if we charge the visitors more tax then they may not stay as long, spend as much and not go on as many tours as they might now. Bob Jones said that no one on this

board is saying that we definitely need this service for a successful business. Bob Greenberg told the board that he appreciated the comments but he doesn't agree. Corky excused himself at 6:36 pm, Bob Greenberg excused himself at 6:38 pm. Tony suggested that we write a letter to the County Council with our thoughts and concerns. Jim stated that he hoped that we could make this happen so we can see what Mesa airlines can do. Robbie told Jim that it would be unacceptable for the business to have to eat the costs and you cannot go back and tack on .75% to the visitor. If you are going to do this you should wait until January of 2008. Jim told him that it doesn't have to be implemented until January 1, 2008. Marian commented that she has talked to lodging properties outside of the Travel Council board and they were opposed to the increase as well. Jim stated again that a letter to the County Council regarding the Travel Council's viewpoint would be appreciated. Everyone was in favor of the letter. Robbie and Marian will get together to create the letter.

**5. Chairman's Report:** none

**6. Director's Report:**

- a. Legislature has ended and UOT was awarded 6 million for advertising and marketing. Combined with the annual amount they receive this will give them \$11million for marketing this year.
- b. Marian invited Senator Mike Dimitrich to attend our next board meeting for April 26<sup>th</sup>.
- c. Utah State Tourism Conference is May 16-18.
- d. The stats are in your book; we will start providing them for you in your email.
- e. Outside Magazine advertorial is in the June issue and Marian showed the board 3 of our ads depicting the changes as they have occurred.
- f. Marian showed the board two articles that were done by people that we hosted, Alpin Magazine article was done by Bene Benedickt and Kirsten Wahl did an article that was printed in 5 newspapers.
- g. NTA Magazine (Courier) did an article on Utah and we generally do a full page ad in this publication.
- h. The Chamber of Commerce is going to request that their members fill out an economic survey and will also be knocking on the doors of non members.
- i. This week we have a German Fam tour coming in for 1 night.
- j. Arches figures are down so far for the year but nationally the figures are down 25%. Jim excused himself at 7:10 pm.

**7. Discussion:**

- a. **Brochures:** In 2005 we printed 75,025 photo brochures and we have 870 left. Marian recommends printing the photo brochure again. Bob Jones said that he liked the two different brochures. Marian commented that she would like to see a state map added to the Travel Guide. We need to discuss the size of the brochure. Robbie suggested keeping it the size that it currently is with it open. The suggested print is 50,000 photo brochures and 75,000 Travel Guides. Robbie and Bob will get with Marian about the brochure and changing some of the photos.

- 8. Committee Reports:**
  - a. Marketing Report:** none
  - b. Locator Board Report:** Steve said that we are waiting on matching funds from the City before we move forward. Marian told Steve that she would call Donna to get commitment from them so that we can get working on the design.
- 9. Other:** none
- 10. Future Agenda Item's:** Mike Johnson Extension-Tamarisk Removal and Senator Mike Dimitrich.
- 11. Adjourn** Rachel made a motion to adjourn the meeting at 7:45 pm, Jason 2<sup>nd</sup> the motion.