

Minutes
Moab Area Travel Council
Advisory Board Meeting
May 24, 2007
5:30 pm
Grand County Council Chambers

Members Present: John Knowles, Robbie Levin, Steve Wang, Colin Fryer, Jim Lewis, Tony Lema Sr.,

Members Absent: Rachel Paxman, Bob Jones, Jason Taylor

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order:** 5:46 pm
2. **Approval of Minutes:** John made a motion to approve the April 26th minutes, Colin 2nd the motion.
3. **Public Q & A:** none
4. **Chairman's Report:** Mesa Airlines put in an official letter of termination. DOT will start ASAP to get another airline because this doesn't just affect Moab. Jim stated that the Council is unaware of the termination date but they have to give us 30 days notice. Robbie would like to see a notice posted on the website when we receive the final termination letter. Jim also suggested that the Travel Council Board give input into a new carrier.
5. **Director's Report:**
 - a. **Trade Show:** We've spent budget for travel shows all but NTA and have received information from Patti Denny regarding three shows that the Utah Office of Tourism thinks should be of some interest to us. We have not budgeted for these shows but TRT has increased and we could move money to do these shows if the board feels that we should be there. Steve commented that his initial thought is to get more information on the shows.
 - b. **Sales Mission:** TRT is up 24%. Rates did go up but not enough for such an increase. Robbie asked if we could get the total number of monthly & quarterly lodging. The total number of rooms reflects the properties that paid 1st quarter TRT with 2036 rooms and 1177 campsites. Jason arrived at 6:22 pm. Steve asked if the state had pumped a lot of money into CO and CA? Colin told him yes that the campaign is about half over. Overall TRT across the state is up 16%.
 - c. **Weather Channel:** they were here filming Epic Conditions. They showed a 30 minute show on Moab. Robbie took a copy.
 - d. **RV Extreme:** Jeff Dusing with RV Extreme offered us an ad if we hosted him on his trip to Moab. While he was here he went with Moab

Adventure Center on numerous activities and camped at the KOA. He ended up giving Moab 3 ads.

- e. **KSL TV:** Ron Zundel is going to be here shooting a ½ hour show on Moab in conjunction with the UTV Rally. The Travel Council will pay for a BBQ and the Travel Council Board and County Council will be invited.
 - f. **Billboard:** Marian showed a copy of what the billboard will look like in SLC, Denver and Fruita.
 - g. **Madden:** Marian showed the board a copy of the insert. To date we have received 3290 leads and Madden has had the largest response to this particular insert. Madden can break the leads down by zip code.
 - h. **Photo Symposium:** the board received copies of the final report and Marian had looked at it previously and told the board that he had done everything he stated in his application. We will issue final payment.
 - i. **UTIC:** Marian reported that she is now the Vice President of UTIC. UTIC does fundraisers from time to time and Lagoon discount tickets is one of the fundraisers for this year. On August 10th if you purchase a ticket for Lagoon you can get a discount and some of the proceeds will go to UTIC.
 - j. **UOT board meeting:** Marian emailed the Moab industry to let businesses know that the UOT will be having their meeting in Moab on June 1st and she would like for everyone to take the opportunity to come out and say hello and thank them. Colin stated that they really like to see community support, the co-op funding is coming up really soon and it would be great if Moab is supported.
6. **Co-op Marketing:** The Application is due by June 29th so we need to get a marketing committee meeting together so that we can work on the direction on how much money we need and where to advertise. Colin stated that we had to have a good plan because it's just a one-time deal and there will be a lot more applicants than money this go around.
7. **Committee Reports:**
- a. **Marketing Report:** given above.
 - b. **Locator Board Report:** A recommendation was put together for the location of the signs and Brent looked at Main Street to see where they could be put and how many sides we could have. Marian gave each member a map that was color coded to tell which suggestions were from the committee and which were from the City. The City recommended some of the locations to be put near a new light pole so that the boards can be plugged into. We've received approval from the state but the City had some discussion about not putting business names on the sign. Steve commented that having the business name is more informational. The Locator Board Committee wants to look at the locations and then meet again before a decision is made.
8. **Other:** none
9. **Future Agenda Item's:** none

10. Adjourn: Colin made a motion to adjourn the meeting at 7:03 pm, John 2nd the motion.