

**Minutes**  
**Moab Area Travel Council**  
**Advisory Board Meeting**  
**June 28, 2007**  
**5:30 pm**  
**Grand County Council Chambers**

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

**Members Absent:** Tony Lema Sr.

**Staff:** Marian DeLay, Callie Tranter

**Guests:** none

1. **Meeting Called to Order:** 5:31 pm
2. **Approval of Minutes:** Rachel made a motion to approve the May minutes, Colin 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Chairman's Report:** none
5. **Director's Report:**
  - a. Final Co-op Marketing Application-the application was completed and sent out. UOT will contact us with a date for the oral presentations, which will be held from July 30 to August 1. Colin commented that we should have a strategy session so that we can have a well-prepared and orchestrated presentation. We should have 2 or 3 members attend the presentation for support. Marian will send out an email letting the board members know the date and time of the presentation.
  - b. July meeting will be changed to July 19<sup>th</sup>. John and Rachel will not be able to attend.
  - c. Board Position- Marian received a letter from Arlo Tejada regarding interest in a seat on the board. The board position was not advertised but it had been 3 times previously for this year. Bob made a motion to approve request for Arlo to have a seat on the board, John 2<sup>nd</sup> the motion. Marian will get a formal letter written to the County Council and get this item on the Council agenda for approval.
  - d. Photo Brochure- Marian showed a copy of the old photo brochure and the new photo brochure. We changed a number of the photos, some photos are the same they just have more vivid colors.
  - e. Fam Tours- we will be hosting two fam tours, 1<sup>st</sup> one is Ulrich Finke, he is a tour operator and is a pow wow connection. He will be here July 19<sup>th</sup> and 20<sup>th</sup>. 2<sup>nd</sup> one is Michael Marek who is a German journalist/presenter/reporter he will be here August 4<sup>th</sup> and 5<sup>th</sup>.

- f. Travel Planner- Marian brought a copy of the work done so far to the travel planner. It's in the 1<sup>st</sup> stages but it gives an idea of the direction it taking. This year we have added an Arts and Culture section to the planner.
  - g. Westword Summer Guide- Marian presented the board a copy of the ad we did for the guide. The guide only has a couple of glossy pages and the rest is newspaper style that will be used all summer long (coffee table piece).
  - h. Northern Arizona Magazine came to us and wanted us to advertise. Marian didn't think that it was our spot for advertising but we submitted an editorial and they put it in there Magazine.
  - i. Marian and Callie met with Bryan with Nomad Cab and Matt Driskell with Canyon View Tours. Two new businesses in town and gave brief summary of what they're doing.
  - j. Stats- TRT is up for monthly reporting properties by 21%, Arches is down 1.5%, Travel Council leads and hits to the website are up. Colin asked why we still have quarterly reporting properties? When the process started for Grand County to collect it's own TRT we went off the policy the State used which is \$50,000 in TRT and up collected in a year would automatically be monthly reporting, anything under would be quarterly reporting. Steve commented that small businesses don't want that burden. Colin asked what was involved in changing to all monthly reporting? Jim told him that it would require a public hearing and council approval to change the ordinance. Bob told the board he was interested for statistical purposes to help us better plan. Robbie asked us to bring figures to the next Travel Council board meeting regarding 2005 and 2006 monthly and quarterly totals. Marian will bring it to the July meeting.
- 6. Grant Guidelines:** Marian had a visit from David Early and he asked her to get him the definition of a political organization and if he didn't get it from her he would take action. Marian met with Shawn and decided that we should send him a letter with the definition from the State code. Marian has mailed that letter to him. Do we want to change those guidelines to be more specific? Changing "will" to "may" and on item #10 address the language of "political" benefit. Marian will contact the attorney for input and then bring it to the board next month. John left at 6:33pm, Tony showed up at 6:37 pm.
- 7. Committee Reports:**
- a. Marketing Report- the grant application is already in and that has been the main discussion. Marian commented that UOT started a campaign with KSL called "Utah life elevated one tank trip". We haven't participated because we can't find it on the website. Colin scheduled a marketing meeting for Monday July 2<sup>nd</sup> at 4pm to see what funds we still have available.
  - b. Locator Board- they met to discuss budget and location. The original bid for the signs went up \$300 more for the 3-sided sign because the cost of material went up. We can do a total of 7 signs, 5 3-sided and 2 2-sided. The next step is to meet with the city again to go over context and maps.

Bob would like the committee to bring a mock up of the content and design to a board meeting.

- 8. Other:** Jim reported that US airways is going to change their flight schedule beginning July 1<sup>st</sup> to: AM flights Mon-Sat 10:50am with no Sunday morning flight, PM flights Sun-Fri 4:45pm with no Saturday afternoon flight and adding a new flight to arrive in Moab at 4:35pm and depart at 5:12pm to Farmington, NM. Bob commented that at Pow Wow he met with 5 Tour Operators that told him that they couldn't work with Moab because we don't have a flight out of Las Vegas. Colin and his managers have voiced their concerns that Las Vegas would be good for the tourism industry but SLC is good for locals. Jim said that if we know of an airline that we could have in the wings and then ask them to apply when the EAS contract comes up that would help. Jim also reported that the State Sovereign Lands want the County to take over the boat ramp. The Pedestrian bridge will be done in 2008 and UDOT is building a new 4 lane bridge with a pedestrian bridge. Steve asked that when the Chamber has a media opportunity that the Travel Council be involved. Rod Zundel was here and portrayed Moab as a hot and remote town. We should try to shape and give angle as to how we want Moab to be viewed, it looked like a desert outpost. Rachel left at 6:55pm.
- 9. Future Agenda Item's:** Grant Guidelines and TRT discussion.
- 10. Adjourn:** Bob made a motion to adjourn the meeting at 7:10pm, Jason 2<sup>nd</sup> the motion.