

Minutes
Moab Area Travel Council
Advisory Board Meeting
September 27, 2007
5:30 pm
Grand County Council Chambers

Members Present: Rachel Paxman, Jason Taylor, Arlo Tejada, Robbie Levin, Steve Wang, Colin Fryer, Bob Jones

Members Absent: Jim Lewis, John Knowles, Tony Lema, Sr.

Guests: Florian Herrmann, Ryan Johnson

Staff: Marian DeLay, Callie Tranter

1. **Meeting Called to Order:** 5:35 pm
2. **Approval of Minutes:** Jason made a motion to approve the August minutes with the changes to add Colin's name to committee for writing a letter to the County Council regarding the increase in TRT. Rachel 2nd the motion.
3. **Public Q & A:** none
4. **Presentation:**
 - a. **Florian-Yellowstone Magazine:** Florian gave a power point presentation, pricing for advertising and answered questions that the board had, the Marketing Committee will go over the website and discuss this some more and will come back to the board with their recommendation.
5. **Chairman's Report:** none
6. **Director's Report:**
 - a. **TRT Increase:** the Lodging Association wrote a letter to the County Council opposing the TRT increase and Marian also gave each Council Member a copy of the letter from the Travel Council Board. The County Council said that they appreciated the comments but they have some issues they need taken care of.
 - b. **Canyonlands Rodeo:** The Rodeo submitted there final report which stated that they had not completed all the advertising they had discussed in their application so they will not request payment for 2nd half of funding.
 - c. **Les Titus:** Les from the LAGBRAU stopped in to see Marian and gave her a t-shirt from the event that he believes shows his dedication to the area. He also stated that he would send more shirts if anyone wanted them. He will come before us for funding again this year.
 - d. **European Companies:** 16 companies have showed interest in wintering in Utah, Marian sent a letter and brochures. If the board is interested in sending out their business brochures get back to Marian and we can get information to them.

7. Discussion and Action Item's:

- a. MIC Brochure Policy:** Bob reported that after the MIC had their board meeting, and went over the Brochure Policy, that he thought the Travel Council board should discuss the MIC policy since it includes San Juan where brochure distribution is concerned. He wondered if they shouldn't take San Juan County out of the policy. This agreement is not reciprocated in San Juan and we don't have the space in the MIC also. Bob made a motion to pull San Juan County from the policy and present it to the MIC, Jason 2nd the motion. Marian will present this to the MIC Board.
- b. 2008 Marketing Plan:** Dollar amount breakdown for advertising in 2008: \$500,000 in Colorado, \$200,265 in California, \$100,000 in Nevada, \$70,000 for Utah, Washington and Oregon a piece and \$75,000 in Discretionary. Colin stated that just by spending small dollar amounts on little markets would not give big results; we should focus on a few big markets and really saturate those areas. Colin suggested that the Marketing committee get together to refine the Marketing Plan and bring it back to the Board at the October meeting.
- c. Locator Board Design Committee:** The design committee can be the same as the Locator Board Committee but they will need to be available to meet every week from now until December. Bob and Steve said that they would be on the committee. Steve said he would also get with John and Tony to see if they have any interest on being on this committee as well.

8. Committee Reports:

- a. Marketing Report:** this was discussed in the Marketing Plan.
- b. Locator Board Report:** the boards will consist of an area map and information, there cannot be any business names but there can be symbols showing restaurants, retail, etc.

9. Other: none

10. Future Agenda Item's: Marketing Plan

11. Adjourn: Jason made a motion to adjourn the meeting at 7:52 pm, Bob 2nd the motion.