

Minutes
Moab Area Travel Council
Advisory Board Meeting
October 18, 2007
5:30 pm
Grand County Council Chambers

Members Present: Rachel Paxman, Arlo Tejada, Jim Lewis, Jason Taylor, Bob Jones, John Knowles, Colin Fryer, Tony Lema Sr.

Members Absent: Robbie Levin, Steve Wang

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 September minutes, Colin 2nd the motion.
3. **Public Q & A:** none
4. **Discussion and Action Item's:**
 - a. **Set Presentation date for Event Applicants:** We have 12 event applications this year totaling \$101,000 with a \$50,000 budget. The Travel Council will coordinate a date with everyone. We get the score card and guidelines out to everyone before the meeting.
 - b. **2008 Marketing Plan:** The Colorado market will total \$487,000, with that we will spend \$60,000 in billboards, \$20,000 in print, \$407,000 in Radio and Television. The Utah market will total \$525,000, with that will we spend \$355,000 in Radio and Television, \$100,000 in billboards, \$20,000 in internet, \$50,000 in print. This year we will attend Travel Shows in Denver, Salt Lake City, California, Oregon and Canada spending \$25,000 for the shows. Colin made a motion to approve the marketing plan, John 2nd the motion.
5. **Director's Report:**
 - a. **Event Grant Reports:** The Iron Horse Rally was awarded \$4500 and they spent \$3320 in advertising, the Artist Studio Tour was awarded \$3000 and they exceeded the amount awarded and Adventure Xstream Race was awarded \$2500 and they spent over \$10,000 in advertising. We will go ahead and give them there 2nd half of the funding. Adventure Xstream would like for the Travel Council to advertise on they're video that they will be producing in 2008. The cost for that advertising will total \$10,000. The video will play on the Altitude channel. Bob asked for more information on the Altitude channel and if the ad would run during the event? Marian said yes that it would run then.

- b. TRT Report:** Marian compared 3 quarterly business reports to last year and they were up 15%.
 - c. Group Tour appointments:** Marian received a report from Sandy Bastian that after appointments from NTA and Fam Tours she received contacts from 2 groups and has booked with them.
 - d. Pay for Performance:** the Travel Council is working on an internal Strategic Plan and Pay for Performance.
 - e. Event Applications:** 2 events didn't get their applications in on time and they asked if they could still submit them. Marian asked the advice of the board and it was determined that they would wait until after the grant presentation's are completed.
- 6. Committee Reports:**
 - a. Marketing Report:** the marketing report was given above but Bob wanted to comment that as a committee they could decide how to advertise but as a board they should decide where to advertise. Arlo commented that the perception of most people is that Moab is extreme but the best trips are the family trips.
 - b. Locator Board Report:** Supposed to meet on a weekly basis, Bob would like samples of other boards.
- 7. Other:**
 - a. New Airline:** EAS awarded Great Lakes Aviation the contract for service at the airport. Bob would like to see the CEO of the company come to visit with the board.
 - b. TRT Increase:** Bob asked if the Council was still looking into increasing the TRT and Jim said probably, the council is still looking into it.
- 8. Future Agenda Item's:**
 - a. Event Grant Application Approval**
- 9. Adjourn:** Rachel made a motion to adjourn the meeting at 7:12 pm, John 2nd the motion.