

Minutes
Moab Area Travel Council
Advisory Board Meeting
November 15, 2007
5:30 pm
County Council Chambers

Members Present: Robbie Levin, Arlo Tejada, Bob Jones, Jason Taylor, Colin Fryer, Tony Lema Sr., Jim Lewis

Members Absent: Rachel Paxman, Steve Wang, John Knowles

Staff: Marian DeLay, Callie Tranter

Guests: Sherri Griffith, Andy Nettell

1. **Meeting Called to Order:** 5:30 pm
2. **Approval of Minutes:** Bob made a motion to approve the October 18th minutes, Jason 2nd the motion.
3. **Public Q & A:** none
4. **Event Grant Application Recommendation and Approval:**
 - a. **Festival of Cultures:** awarded amount \$7030
 - b. **Endurance Race:** awarded amount \$8935
 - c. **Canyonlands Rodeo:** awarded amount \$1075
 - d. **Confluence:** awarded amount \$8830
 - e. **Adventure Xstream:** no money awarded
 - f. **Moab Music Festival:** awarded amount \$10000
 - g. **Moab Iron Horse Rally:** awarded amount \$2460
 - h. **Moab Western Stars:** awarded amount \$11275
 - i. **LAGBRAU:** awarded amount \$1970
 - j. **Moab Photography Symposium:** amount awarded \$3190
 - k. **Moab Pumpkin Chuckin Festival:** awarded amount \$6040
 - l. **Moab Folk Festival:** awarded amount \$8000

Bob made a motion to approve the awarded amounts for the event grant applications, Colin 2nd the motion

The budgeted amount for the Event Grants was \$50,000 but the applications were so good that the board decided to increase the budget line item to \$70,000. Jason made a motion to increase funding up to \$20,000 for a total amount of \$70,000, Arlo 2nd the motion.

5. **Directors Report:**
 - a. **Times Independent Public Notice:** We have two seats up for 2008, Robbie and Bob, if they're interested they need to reapply.
 - b. **TRT Report:** for the year TRT is up by 17%, at the end of 2006 the total was 1,099,000, at the end of 3rd quarter the total is 1,064,000.

- c. **TRT Increase:** the County Council gave it's intent to increase the TRT to the full 1.25%. They are giving us the opportunity to speak in regards to the increase. A committee needs to be put together for the 1st meeting on November 19th at 3pm in the council chambers. The committee will consist of Colin Fryer, Bob Jones, Robbie Levin, Greg Stucki, Julianne Fitzgerald, Tyson Lesmeister, Bob Greenberg, Gene Ciarus and Jim Lewis.
 - d. **Madden ad:** the winter truck came out October 28th and in the first week 2400 leads were generated. Over 8000 leads were generated from the spring truck.
 - e. **Submitted budgets for TRT and TRCC:** the County Council asked us to put some money back in for certain line items in the TRCC budget. The grant money will increase to 70,000 and Travel Council will decrease to 88,000, the other changes that the council requested will be sent back again as the same as was submitted.
6. **Committee Reports:**
- a. **Marketing Report:** Colin reported that he will get a meeting together to decide on what they have to spend. He set a tentative date of Dec. 13th. Arlo asked if we committed to Yellowstone magazine and Marian told him that the Marketing Plan had been approved with Yellowstone in the plan. Colin said that the board should leave it to Marian discretion and should support her in her decision. The board agreed.
7. **Other:** none
8. **Future Agenda Items:** schedule of 2008 meetings
9. **Adjourn:** Jason made the motion to adjourn the meeting at 6:50 pm, Arlo 2nd the motion.