

**Minutes**  
**Moab Area Travel Council**  
**Advisory Board Meeting**  
**December 13, 2007**  
**5:30 pm**  
**Grand County Council Chambers**

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

**Members Absent:** Robbie Levin, Colin Fryer

**Staff:** Marian DeLay, Callie Tranter

**Guests:** none

1. **Meeting Called to Order:** 5:30 pm
2. **Approval of Minutes:** Tony made a motion to approve the November 15<sup>th</sup> minutes, Jason 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Discussion and Action Item's:**
  - a. **Recommendation to reappoint Robbie Levin and Bob Jones to the Travel Council Advisory Board:** Robbie and Bob were the only two applicants for the board positions. John made a motion to reappoint Bob to the board, Tony 2<sup>nd</sup> the motion. John made a motion to reappoint Robbie to the board, Rachel 2<sup>nd</sup> the motion.
  - b. **2008 Meeting Schedule:** The board decided to hold board meetings on the 2<sup>nd</sup> Thursday of the month with the exception of March, which will be held on the 3<sup>rd</sup> Thursday. Marian also mentioned to the board about the counties new drug testing policy and that it includes volunteers. Marian will email the policy and bring a form to the January board meeting that they have to sign stating that they agree to the policy.
5. **Directors Report:**
  - a. **TRT Report:** YTD TRT is up 17%. Bob would like to create a committee brought up of 2 County Council members and 3 Travel Council members to put together recommendations for the use of the TRT funding increase. Bob made a motion to approve a committee to help make decisions on what the TRT increase should be spent on, Arlo 2<sup>nd</sup> the motion. Marian will design the letter.
  - b. **Outdoor Utah:** every year we're asked to advertise in Outdoor Utah but the ROI is very poor. The board took a vote not to advertise in Outdoor Utah this year and to let the local businesses do the advertising for Moab (6-1 vote, Arlo abstained).
  - c. **Staff Report:** the first 1<sup>st</sup> quarter of the year are going to be very busy with two of us out of the office for Travel Shows.
  - d. **Scenic Byway Status:** they will hold a public meeting, Marian will keep you up to date.
  - e. **Other:** the Governor has put out 13 million dollar budget for the Utah Office of Tourism, please email your legislators to support this. Marian will email the contact information to you.
    - i. **Presentations for advertising:** maybe we should give this task to the Marketing Committee and then they can bring it back to the entire board. Steve commented that it's important for the entire board to hear the presentation so he would like to see it that way.

- ii. **Great Lakes:** service begins January 6<sup>th</sup>, they've been here and met with some local businesses, they are interested in giving us fam tour tickets to get our fam tour participants to Moab. We will get a press release and additional information on the website. Bob suggested that we take the lead in this since Denver is a major hub. Steve recommended that we look into an inflight magazine on United Airlines.

6. **Committee Reports:**

- a. **Marketing Report:** the marketing committee agreed to meet on Tuesday at 8:30 am.
  - b. **Locator Board Report:** they met with the City and are currently working on the 3 sides of the board. 1<sup>st</sup> side will have a downtown map, 2<sup>nd</sup> side will have areas and attractions and the 3<sup>rd</sup> side will have a special events bulletin board that will be maintained by the Travel Council.
7. **Other:** John asked what it would cost to light the Fruita billboard? Marian will check into it.
8. **Future Agenda Item's:** none
9. **Adjourn:** Rachel made a motion to adjourn the meeting at 7:05 pm, John 2<sup>nd</sup> the motion.