

Minutes
Moab Area Travel Council
Advisory Board Meeting
January 10, 2008
5:30 pm
Grand County Council Chambers

Members Present: Robbie Levin, Arlo Tejada, Tony Lema Sr., John Knowles, Jim Lewis, Bob Jones

Members Absent:, Colin Fryer, Rachel Paxman, Steve Wang, Jason Taylor

Staff: Marian DeLay, Tina Snyder

Guests: none

1. **Meeting Called to Order:** 5:39 pm
2. **Approval of Minutes:** John made a motion to approve the December 13th minutes, Arlo 2nd the motion and it passed unanimously.
3. **Public Q & A:** none
4. **Discussion and Action Item's:**
 - a. **Election of officers:** John made a motion to elect Robbie to be chair, Bob 2nd the motion and it passed unanimously. John made a motion to elect Steve to be vice chair, Bob 2nd the motion and it passed unanimously.
 - b. **Assignment of Committees:** Robbie suggested that the existing committees stay the same until the next meeting, when more members were present, before making decisions on removing or placing new committee members. The board did appoint a committee to develop recommendations for use of the proposed increase in the TRT tax and to meet with the county council to discuss the recommendations.
 - i. **TRT Increase Committee:** Bob Jones (Chair), Robbie Levin, Tony Lema Sr.

Marian agreed to meet with Bob Greenberg and provide the committee with Greenberg's proposal. Bob Jones will schedule the first committee meeting.

5. **Directors Report:**
 - a. **Drug Policy:** Marian explained that the new County Procedure requires all volunteer board members to sign a copy of the Drug Policy, which she distributed. She also notified them of an upcoming training session that the County would like to see all Advisory Board Members to attend on January 22nd. There was some discussion and Robbie requested that some written materials be provided for those board members unable to attend the workshop.
 - b. **Statistics:** Due to Callie's absence, there was no TRT report. Marian did report that leads were up significantly as were the click throughs to businesses, stating there were over 20,000 click throughs for December,

which is one of our slowest months. For 2007, we sent out approximately 70,000 brochures and 35,000 Wow pieces were placed in visitor centers, etc.

- c. **Meeting Dates:** Marian stated that Colin would not be able to attend any meetings on the second Thursday of the month as the Utah Tourism Board moved their meetings to the 2nd Friday of each month and that he offered to resign his position. After some discussion, it was decided to change February meeting to the 21st, if the Council Chambers were available, and at that meeting discuss moving the Travel Council meetings to accommodate Colin. Marian will call and find out what dates the Chambers are available.
 - d. **Folk Festival:** Marian handed out the final report for the Folk Festival requesting the second half of their 2007 grant. Bob expressed concern that the balance sheet did not show whether or not they made a profit, pointing out that the reason for the grants being given in two sections was to protect against Travel Council funding going into an individual's pocket. Marian was asked to contact Melissa and ask her if there was a profit and if so, where it will be spent before paying the second half.
 - e. **Madden conversion study:** Marian presented preliminary figures on the Madden conversion study, stating that it appears to have had good return on investment, with the sample group being a 2 for 1 return. She stated that the final study would include many other aspects, such as what activities they did. There was some discussion regarding conversion study techniques on getting a dollar amount per visitor figure to have a better barometer for calculating our ROI.
6. **Committee Reports:**
- a. **Marketing Report:** Marion reported that at the last marketing committee meeting, she had been challenged to take on the purchasing of the radio and television advertising and not use an agency. She reported that she is taking steps in that direction. DJ Media will be used for the first two months and that the new Events Coordinator job description will include the purchasing of advertising.
 - b. **Locator Board Report:** Bob reported that the committee is now at the stage of designing what goes on the board. Marian said that an RFP was currently out and that two weeks remained until the deadline. She reported there was a problem with the pole design not meeting specs and that Tom Stengel had be given a time extension for the iron work.
7. **Other:** John asked about the status on the lighting of the Fruita billboard? Marian said that it was a lit board and was now fixed.
8. **Future Agenda Item's:** Meeting schedule and committee appointments
9. **Adjourn:** John made a motion to adjourn the meeting at 6:55 pm, Bob 2nd the motion.