

Minutes
Moab Area Travel Council
Advisory Board Meeting
April 17, 2008
5:30 pm
Grand County Council Chambers

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

Members Absent: Colin Fryer, Steve Wang, Jason Taylor

Staff: Marian DeLay, Tina Snyder

Guests: Nick Ethrington, Broker & Consultant for Cloud Rock.

1. **Meeting Called to Order:** 5:44 pm
2. **Approval of Minutes:** Bob asked that a correction be made to item #6 on the second page from 48% to 84%. John made a motion to approve the March 20th minutes with the change, Arlo 2nd the motion.
3. **Public Q & A:** none
4. **Chairman's Report:** none
5. **Election of Officers:** Arlo moved that the elections of officers be tabled until the next board meeting. John 2nd the motion.
6. **Director's Report:**
 - a. **TRT & Visitation Report:** Marian reported that while we are still waiting on the 1st quarter report, the monthly properties that have reported are showing a 14% increase and the quarterly properties are either flat or showing an increase.
 - b. **Board Position:** Marian reported the only application for the vacancy was Brian Parkin, who owns an art gallery and meets all the necessary criteria. She asked that 1 or 2 board members meet with her & Shawn for an interview. Bob suggested Steve, as acting Chairman should do the interview. Rachel volunteered to help if Steve was unable to.
 - c. **Facilities/Events Coordinator:** Marian presented the board with the job description for the new Events position and informed them that the position was now being advertised. She explained the purpose of the position was to promote the meeting facilities for winter trade and marketing meetings, as well as events for the off season. The position will promote both private and public facilities.
 - d. **Fam Tours:** Currently the office is working on the following Fam Tours:
 - i. Lazelle Jones, writer, is currently in town.
 - ii. Premier World Discovery Tours is bringing in their top 40 sales leaders to develop a new Moab product and the Travel Council is providing dinner to the group at Red Cliff's, while all local

businesses are invited to attend for \$18.00 per person on April 21st. The group is staying at Red Cliff's Lodge and doing some activities with Canyonlands By Night and Moab Adventure Center.

- iii. April 27th – May 3rd, Robert Reholz with Mountain Biking UK (a magazine with 50,000 circulation) and Bikeradar.com is doing 4 stories on Moab Mountain Biking. They are staying at the Apache and Adventure Inn.
- iv. May 5th-6th – Grand Circle – Osamu, 20 rooms
- v. May 25th & 26th – Daniel Stahlie from Germany - River Canyon Lodge.
- vi. May 25th & 26th – America Journal is doing a feature for the fall issue of a German magazine. He is staying at the Virginian and doing activities with Navtec and Red Cliffs Adventure Lodge.
- vii. June 1st -2nd – Rodolph Lasnes with Ulysses Travel Guide, Canadian Issue will be staying at the Best Western Greenwell Inn.
- viii. May 29th – Pre Pow-Wow – 20 rooms (Comfort Suites & Archway)
- ix. June 8th - Post Pow-Wow – Italian Tour Operator (1 night 1 room)
- x. June 11th – 12th – Women vs Utah's Rivers – 5 rooms
- xi. Ryan Paul with Misfits Filming Agency is coming to do a DVD on Dead Horse Point State Park. We will contribute \$1,000.00 and in return get 5 hours of raw footage and a DVD to use at our trade shows.

Marian asked if anyone was interested in participating in any of these to contact her. Bob asked if the rotation system was still being used and Marian assured him it was and that all businesses were given an opportunity to participate.

- e. **Other:** Marian informed the board that the Utah.com Top Spot renewal was coming up and that Utah.travel had been launched. After some discussion, Bob said that the Travel Council should stay with Utah.com until leads start to go down. Arlo commented that he had heard many positive comments on the radio & TV commercials. Bob agreed that the new radio ads were great.

A brief discussion followed on return visitation and Bob stated he would like to see a survey to determine how big a percentage of visitors are in fact, repeat visitors as the MIC and Arches are not showing the same growth as TRT. Marian said she would be happy to compile the information, but that she has to rely on the local businesses to supply the information to her. She mentioned that she would be seeking statistics from businesses comparing Colorado visitation this year versus last year. Bob asked that she include the stats on repeat visitors with her request for Colorado visitation.

7. Committee Reports:

- a. **Marketing Report:** Marian reported that Colin would be setting a meeting date soon. Colin wants to see a report on the radio & TV response to help determine where we want to go next and what to apply for from the Office of Tourism. Bob commented that UOT made it clear that we shouldn't come back with Colorado again.
- b. **Locator Board Report:** Boards are up and while the 3-sided boards are really nice, the 2-sided boards look un-finished. Marian stated that they had been designed that way so people would not be standing in the road to read them. John suggested that the side facing the road have www.discovermoab.com on it as cars stopped at the lights are a captive audience. All agreed that was a good idea and Marian said she would take it back to the committee. Marian reported that Eric at Framed Image is working on the information boards and he promises that they will be done by Memorial Day. After a brief discussion, Marian was also asked to take the idea of having color-coding showing where restaurants, shops, & galleries back to the committee for re-consideration on the downtown map.
- c. **TRT Increase Report:** Bob gave a brief report on the presentation that Bob Greenberg made at the Lodging Association Luncheon and said that he thought he did a good job. There were many present that had questions and he fielded them. Bob reported that the Grand County Council had approved Bob Greenberg & Jim Lewis to present their TRT increase proposal to the TRT increase committee. Jim stated that the next step was to set up a meeting with the committee and from that meeting come up with a proposal to take back to the County Council. Marian reported that she would set up a meeting for the Council and the Committee. There were brief discussions on the affect of decreased tourism, if any, on mineral lease monies and, whether a decrease in tourism would have an impact on the need for road funds, recreation center funds, and solid waste funds.
- d. **Other:** There was a brief discussion, brought up by Rachel, regarding the rebuilding of the Dewey Bridge. Jim answered the questions as best he could and made it clear that the Historical Preservation Society is taking on the volunteer task and that the County has not committed to anything in any way.

8. Future Agenda Items:

- a. Elect a chair
 - b. Will Newcomer: Will wants to give a presentation for co-op advertising on the Altitude channel in Colorado, the board decided that he should come under Public Q & A and not as a presentation.
9. **Adjourn:** John made a motion to adjourn the meeting at 6:44 pm, Tony 2nd the motion.