

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

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

Members Absent: Steve Wang, Jim Lewis

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order:** 5:32 pm
2. **Approval of Minutes:** Brian made a motion to approve the June minutes, Arlo 2nd the motion
3. **Public Q & A:** none
4. **Discussion and Action Item's:**
 - a. **Recycling:** the board made a decision that an event grant application would receive consideration for going green. Marian told the board that we would add it to the Score Card, Application and Guidelines and then bring it back to the board for approval.
 - b. **Letter to BLM on leasing of 300,000 acres:** Marian talked to Bill Jackson and reported to the board that if the Travel Council wrote a letter that it would be acknowledged but that's about it. The decision to lease lands comes from the Federal Government and they tell the local office. Bob suggested that Bill come back to the board if he could provide facts, information and specifics on what he wants the Travel Council to do.
 - c. **Reprint of Photo brochure:** San Juan County has created a similar piece to our Photo brochure. Marian thought that we should consider changing the weight of the paper to make it more of a book. Marian suggested that we create a committee of 2 to 3 members. Jason, Rachel and Arlo will make up that committee. The committee will meet, discuss changes and bring the recommendations back to the full board.
 - d. **Bid from Desert Iron for Boards:** We have 2 locator boards on Main Street that just have 2 sides and after looking at them we asked for a bid for a 3rd side to just say discovermoab.com, the bid is for \$2275. John made a motion to approve the bid in the amount of \$2275, Jason 2nd the motion.
5. **Director's Report:**
 - a. **TRT and City Sales Tax Report:** Arches is up, TRT monthly properties are up 43% and Sales Tax is down 4%.

- b. **Oral interview date for Co-op funds:** The meeting will be held on July 28th at 1 pm in Salt Lake City, it will be a one day trip up and back. If anyone is interested in going with Marian to present the application they need to call Marian.
 - c. **Scenic Byway CMP report:** The report was to be completed by June and were looking at August now.
 - d. **Nan Anderson:** Executive Director for UTIC has resigned. Marian just wanted to let the board know that she purchased a gift for her on behalf of SE Utah.
 - e. **UMA Expo:** United Motorcoach Association Expo is going to be held in Florida in January, Marian wanted to know if anyone was a member of UMA and if there's interest in the show from the board.
 - f. **Rodeo Final Report:** The event is over and the report is complete, attendance was good. The final ½ will be awarded.
 - g. **Designing Destination:** they would like Moab to be one of the first locations. Moab will get 8 minutes shown 20 times for \$48,500. The board unanimously decided that they should try another destination first.
 - h. **Stats:** we will be removing the phone leads off the front of the stats page as well as the Moab Series downloads.
6. **Committee Reports:**
- a. **Marketing Report:** they have not held a marketing meeting but reported that the radio advertising would start again on Monday and they will get together by August to work on the Marketing Plan for 2009.
 - b. **Locator Board Report:** the locator boards were finalized and approved and should be done next week and up within 2 weeks.
 - c. **Airport Report:** to date the airport has had 5450 implanements, if the airport reaches 10,000 implanements they can apply for a grant for 1 million for infrastructure.
7. **Other:** Brian asked if there was a demand for posters, he has an idea for the arts community to design the poster for the Travel Council to use as a promotional tool and the artist gets recognition. Brian will bring sample of what he's thinking to the next meeting. Brian also asked about the Travel Council's role in the Dinosaur Diamond. Marian gave him a brief description and told him that our representative is from the BLM and that the Dinosaur sites are not protected so it makes it hard to promote.
8. **Future Agenda Items:** none
9. **Adjourn:** John made a motion to adjourn the meeting at 6:55 pm, Rachel 2nd the motion.