

## Minutes

**Moab Area Travel Council  
Advisory Board Meeting  
January 22, 2009  
5:30 pm  
Grand County Council Chambers**

**Members Present:**, Steve Wang, Arlo Tejada, Rachel Paxman, Jason Taylor, Fiona Raison

**Members Absent:** John Knowles, Brian Parkin, Chris Conrad, Colin Fryer, Bob Jones

**Staff:** Marian DeLay, Tina Snyder

**Guests:** None

1. **Meeting Called to Order:** 5:35 pm
2. **Introduction of new Council Liaison and Board Member:** Steve welcomed new board member Fiona Raison and announced that the County had appointed Chris Conrad as the Travel Council Board Liaison, who was unable to attend.
3. **Election of Officers:** Rachel nominated Steve for the position of Chairman, Jason 2<sup>nd</sup> the motion and it passed unanimously. Arlo nominated Bob for the position of Vice-Chairman, Jason 2<sup>nd</sup> the motion and it passed unanimously.
4. **Approval of Minutes:** Jason made a motion to approve the December minutes which died due to lack of a 2<sup>nd</sup> when Marian requested a correction to show that the applicants for the board position had personally addressed the board rather than stating they were just present. Jason moved that the December minutes be made with said amendments, Rachel 2<sup>nd</sup> the motion and it passed unanimously.
5. **Public Q & A:** none
6. **Discussion:**
  - a. **Reassignment of Committee's:** The following appointments were made:
    - Marketing:** Rachel, Colin, Arlo and Jason
    - Poster:** Brian and Bob
    - California Study:** Bob, Fiona and Steve
    - Airport Liaison:** John
7. **Director's Report:**
  - a. **Brochures:** Marian gave board members a copy of the new Wow piece. She reported that the Moab Activities Guide had also arrived and was of very poor quality. Marian explained the problems with the guide and said she will be negotiating with Spectrum on whether they will significantly reduce the price or do a complete re-print.
  - b. **TRT & Visitation Report:** TRT is up about 17.5% for 2008, with one monthly property outstanding for the months of Oct and Nov and 4<sup>th</sup> quarter and December monthly TRT not being due until January 30<sup>th</sup>.
  - c. **Letter to the Governor:** Marian reported that when she took the letter to the Governor for County Council approval, the Council stated they would like the letter to come from them, rather than the TC Board. The Council

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asked Marian to write it, which she did and the County Council approved the letter at their last meeting

- d. **Marketing Changes:** Marian explained to the Board that when the Office of Tourism voted to pull out of the northwest marketing, Colin told them that Moab would like to do the same and go back to the Colorado market. As a result, Marian said she had to re-apply and show how we would track the ROI and since Moab was returning to Colorado, they cut the grant by 10%, giving only \$218,000.
  - e. **MIC:** After the discussion last month regarding the MIC reducing its hours of operation, Bob contacted Cindy Hardgrave and as a result of that conversation, Cindy has been asked to make a presentation at the February meeting.
  - f. **New York Show:** Callie will be going to New York Adventure & Travel Expo on Feb 6 & 7th and Lou Hammond, the PR representative for UOT has set up appointments on Thursday morning and while Callie will not be there in time for these meetings, there is also a dinner scheduled with the media and Callie will be presenting a 3 minute DVD being done by Flying Sensors and handing out media kits and that Marian hopes to have the same opportunities at the Washington show. Steve expressed the need for the DVD to be about attractions and activities without businesses and that it should be very professional to get national coverage.
  - g. **Sunparks co-op:** Marian explained that most of our international marketing is done in partnership with Sunparks, who work with Sell It Travel Service, a representative company of UOT. Sell It compiled a report of the Manchester Holiday & Travel Show which indicates that international tourism is still strong with 57,609 attending over the 3 days. 200 NPS guides, 300 state maps and over 200 Utah Guides were distributed. The board question the low number of brochures distributed in comparison to the large attendance.
  - h. **Facility and Events Promoter:** Marian stated she will give a full report on the progress of this position at the February meeting, but that there were 5 events that were considering Moab for their event and that due to Michele's efforts it looked like at least 3 of these events would be coming to Moab. The website Moabutah.info has been re-vamped and will go live tomorrow and the next step will be to add more content. Marian, Michele and Fiona will be attending an educational conference in Las Vegas and Michele is researching Travel Incentive and Business Meeting shows which may be appropriate for her to attend.
- 8. Committee Reports:**
- a. **Poster Report:** Brian was not present but Marian said he had met with Chuck and all arrangements are in place.
- 9. Other:** none
- 10. Future Agenda items:** MIC Presentation, Facility & Events Promoter report, and Travel Show discussion.
- 11. Adjourn:** Rachel made a motion to adjourn the meeting at 6:40 pm, Arlo 2<sup>nd</sup> the motion and it passed unanimously.