

**Minutes**  
**Moab Area Travel Council**  
**Advisory Board Meeting**  
**February 26, 2009**  
**5:30pm**  
**Grand County Council Chambers**

**Members Present:** Rachel Paxman, Brian Parkin, Fiona Raison, Jason Taylor, Steve Wang, Chris Conrad, John Knowles, Arlo Tejada, Bob Jones

**Members Absent:** Colin Fryer

**Staff:** Marian DeLay, Callie Tranter

**Guests:** Chuck Shildt, Cindy Hardgrave, Sara Melnicoff

1. **Meeting Called to Order:** 5:36 pm
2. **Approval of Minutes:** Jason made a motion to approve the January minutes, Arlo 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Discussion and Action Item's:**
  - a. **Date Change for May meeting:** the board approved a change for the May meeting to May 28<sup>th</sup>. Steve and Fiona will be unavailable.
5. **Presentations:**
  - a. **MIC-Cindy Hardgrave:** Chuck reported that they are shortening the MIC hours from 9-7 for March and April, they will still leave the restrooms open until 10pm. They are expecting a decrease in sales of 20% and they had one partner change its contribution from \$20,000 to \$4,000. Shortening the hours will save them \$2,000 per month. They will do an assessment at the end of April to see if they should continue the shortened hours for future months.
  - b. **Recycling-Sara Melnicoff:** she is having a poster competition that the community can vote on through the website. It will have multi user group and the scenery on it. She is also trying to make recycling easier than wasting. She would like to see recycle bins on Main Street next to the existing trash bins and have local businesses sponsor a bin but has run into some hurdles with the state by placing business names on them. Steve and Bob suggested she go to the city with her idea.
  - c. **3 minute PR video:** the video was produced by Flying Sensors. We will work on creating another video for the Moab that will include the museums, wineries, downtown, etc. Brian commented that the narration was too fast and Arlo said the transitions are too rough.
6. **Chairman's Report:** none
7. **Directors Report:**

- a. **Facility and Event Promoter report:** Michele is currently working on 5 projects, most of them are weddings. Aarchway Inn is creating a program to do a “daily run” and Michele has been involved with that also. Marian reported that if the projects that Michele is working on play out they could contribute enough to the community to pay her salary.
  - b. **Travel Shows:** the shows have gone well, we have been to New York, Chicago, Washington DC, Los Angeles and Denver already and you would have no idea we were in a recession when you’ re at the shows. Most people are booking there travel for this year.
  - c. **TRT and Visitation for 2008:** TRT is up 14% for the end of the year and Arches was up 9%.
  - d. **Marketing meeting:** the event marketing meeting went well. Everyone showed up and shared ideas about marketing. The meeting lasted 3 hours and two of the events, Pumpkin Chuckin and the Chile Pepper Ho Down are considering combining their events.
  - e. **Presentation for MAC:** Marian did a 15 minute presentation at the Moab Adventure Center to their staff and went over well. The Gonzo has asked her to do a presentation to their staff as well. Marian showed the PR video to them and the Gonzo wants to play it in the lobby. Marian is also going to talk to the Gonzo staff about adopting a location for their business. Arlo thinks that a presentation would help his staff as well. Bob suggested that Chuck do these presentations to business and staff as well as the adopt a location program.
  - f. **Fam Tours:** we are currently working on 5 fam tours and have lodging locked down for a couple of them. One of the fam tours will have an open invitation to dinner.
  - g. **Tourism day on the Hill:** Marian is going to have lunch with the legislatures on Monday. If there’s anything you want brought up get your comments to Marian so she can discuss them.
  - h. **Other:** Holiday River Expeditions has gone to UOT to complain about the travel Council not including them in thier literature. They have also gone to UGO. Bob said they need to bring up a good definition of why they should be in our guide. Marian also shared some letters and compliments of the staff and website of the Travel Council.
- 8. Committee Reports:**
- a. **Marketing Report:** Marian reported that we were moving forward with advertising and would like to encourage a marketing meeting the first week of March.
  - b. **Poster Report:** Brian reported that he is working on drafting the rules and has talked to Chuck about placing the posters at the MIC in the Auditorium.
  - c. **California Study:** Steve scheduled a meeting for March 25<sup>th</sup> at 3:30pm at the Travel Council office.
- 9. Other:** Bob asked Chris if Bob Greenberg has brought up the TRT increase yet. Chris said no.

**10. Future Agenda Items:** Event Grant Application, Guidelines and Survey. Chris would like to do a presentation on a video to be sold at the MIC.

**11. Adjourn:** John made a motion to adjourn the meeting at 7:35pm, Jason 2<sup>nd</sup> the motion.