

**Minutes**  
**Moab Area Travel Council**  
**Advisory Board Meeting**  
**March 18, 2009**  
**5:30 pm**  
**Grand County Council Chambers**

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

**Members Absent:** Colin Fryer, Fiona Raison

**Staff:** Marian DeLay, Callie Tranter

**Guests:** none

1. **Meeting called to order:** 5:33pm
2. **Approval of minutes:** Brian made a motion to approve the February minutes, John 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Discussion and Action Items:**
  - a. **Letter to Great Lakes regarding schedule:** the schedule had been changed again and it's not conducive for summer travel. Marian would like approval to write a letter from the board. The airport board is also writing a letter. Bob thinks that we should cc the FAA as well.
  - b. **Event Advertising Grant Application, guidelines, survey, report:** John made a motion to approve the guidelines with the changes suggested, Rachel 2<sup>nd</sup> the motion. Jason made a motion to approve the application with the changes suggested, Arlo 2<sup>nd</sup> the motion. Rachel made a motion to approve the final report with the changes, Brian 2<sup>nd</sup> the motion.
  - c. **Board member attendance-missed meetings:** Marian wanted to bring Colin's attendance to the board's attention. Colin had missed 3 meetings and will miss the next meeting as well. According to our bylaws if you miss more than 3 meetings then you are dismissed from the board but can reapply for a seat on the Travel Council board. The board agreed that we should stick to the bylaws and he can submit a letter for reinstatement.
5. **Presentation:**
  - a. **Video-Chris Conrad:** Chris has been talking to Rex Tanner with Search and Rescue regarding a video idea to help create a source of revenue for Search and rescue. The video would highlight a product called the "Ready Pack" that can be available at the MIC. After listening to the presentation it was suggested that Search and Rescue just create and sell the Ready Pack.
6. **Chairman's Report:** Steve reported that he overheard a couple in Monticello talking about stopping in at the MIC once they arrive in Moab to pick up information. Steve commented that this type of conversation just tells him that the MIC should be open in the evening. Marian and Bob have both talked to Cindy on separate occasions and so far sales are good.
7. **Director's Report:**
  - a. **Visitation and TRT report:** TRT is up 8% for monthly properties, Arches is up 20%, Canyonlands is down .66% and Dead Horse is down 33%.
  - b. **Tourism day on the hill:** Marian reported that Tourism day on the hill was great and she got to meet with several legislatures but most counties were represented

by 3 companies. Next year the business community from Moab should take the time to be there to help represent Moab.

- c. **Stats report breakdown:** we will discuss this at next month's meeting.
  - d. **Other:** Tina is submitting press releases and leads are up to 1000 to 1500 per week. Julianne Fitzgerald is selling her url's moabutah.com, moabutah.net and moabutah.biz for around \$50,000 to \$500,000. This is a lot of money to spend out of our advertising budget and the board didn't think that it was necessary. The Discovery Channel has contacted the Youth Garden Project about doing a one hour special on the Pumpkin Chuckin Festival. Marian will be out with Plum TV on Tuesday. They will be filming Dead Horse Point and the entrance to Arches. Marian went to the Recreation Board meeting on Wednesday night because the Travel Council had received a call about paying the Arena's bills and Marian just wanted to clear that up. There are 7 organizations that are suing the BLM because of the Management Plan and the County Council voted to intervene. The organizations want the whole plan nullified.
8. **Committee Reports:**
- a. **Marketing Report:** Arlo reported that the committee will be moving dollars from TV to Radio.
  - b. **Poster Report:** Brian will work on the poster.
  - c. **California Study:** Steve has set a meeting for March 26<sup>th</sup> at 3:30pm.
9. **Other:** Rachel will not be able to make the April meeting.
10. **Future Agenda Items:** Stats report breakdown
11. **Adjourn:** John made a motion to adjourn the meeting, Rachel 2<sup>nd</sup> the motion.