

Notes

Moab Area Travel Council
Advisory Board Meeting
April 16, 2009
5:30 pm
County Council Chambers

Members Present: Bob Jones, Steve Wang, John Knowles, Brian Parkin, Bob Greenberg

Members Absent: Colin Fryer, Fiona Raison, Jason Taylor, Rachel Paxman, Arlo Tejada

Staff: Marian DeLay, Callie Tranter

Guests:

1. **Meeting Called to Order:** no quorum
2. **Approval of Minutes:** tabled until the May meeting
3. **Public Q & A:** none
4. **Chairman's Report:** Steve commented on the billboards in Fruita and asked why we are not being consistent with the Delicate Arch billboard. Marian said because it doesn't make sense to have two billboards with Delicate Arch so close together. The left hand billboard will change and is more of an event billboard. They would also like to see more event snipes on display.
5. **Discussion and Action Items:**
 - a. **Letter to Greatlakes Airlines:** Marian gave a copy of the letter she wrote to the board. Bob Jones suggested a different time for the flight schedule.
 - b. **Transient Room Tax Collection proposed changes:** The Travel Council office is proposing the change the reporting process to Monthly only. It will make the marketing and effectiveness easier to track if it's all monthly reporting. We cannot currently give a 1st quarter report until May. Steve does not want to make it harder on small businesses, if it's not a problem let's not make it harder on the small businesses for something that's unnecessary. John says it's a whole lot easier to pay on a monthly basis, once you have the money sitting in your bank account for 3 months it's like the money is yours. Bob wants to try to sale it to the businesses first and not dictate it to them. Sending a letter of explanation would be a good idea.
6. **Director's Report:**
 - a. **Stats Report Breakdown:** the board would like to see the sort from the most frequently requested states instead of alphabetically.
 - b. **TRT Report:**
 - c. **Visitation Report:**
 - d. **Upcoming Fam Tours:**
 - e. **Available Seats:** Marian reported that we have available seats on the board. Brian has moved his location off of Main Street and will no longer be doing a retail business and Colin has missed 4 meeting this year. We will post the vacancies in the paper but Allan Poertner is still interested and Marian spoke with Shaun about it and he told her that they did not have to interview him again.
7. **Committee Reports:**
 - a. **Marketing Report:** they have not had a meeting since the March agenda.
 - b. **Poster Report:** Brian is no longer eligible to have a seat on the board so the poster competition will not be completed.
 - c. **California Study:** The California Study group met on April 14th and found after some research that Monterey Park and West Hollywood were the top 2 cities in California with interest in Moab. Their next step is to research the media options in those areas. Marian wanted to let them know that if California is an interest that we needed to get something together because the UOT grant application is due in 2 months.

Notes

- d. **Airport Report:** the Airport is going to write a letter to Greatlakes about the schedule as well.
- 8. **Other:**
- 9. **Future Agenda Items:** Transient Room Tax collections, Stats report breakdown, Approval of March minutes, Budget???
- 10. **Adjourn:**