

# Minutes

## Moab Area Travel Council

### Advisory Board Meeting

May 28, 2009

5:30pm

## Grand County Council Chambers

**Members Present:** Steve Wang, Colin Fryer, Gene Ciarus, Arlo Tejada, Jason Taylor, John Knowles, Rachel Paxman

**Members Absent:** Fiona Raison, Bob Jones

**Staff:** Marian DeLay, Callie Tranter

**Guests:** none

1. **Meeting called to order:** 5:38pm
2. **Approval of Minutes:** John made a motion to approve the March Minutes after correcting the typo, Arlo 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Discussion and Action Items:**
  - a. **Transient Room Tax Collections survey results:** The Travel Council office staff conducted the survey and the results were mixed. The majority of the properties came back and said they would not like to see it changed. Bob Greenberg would still like to see the properties report there figures to us on a monthly basis and then they can pay quarterly. Marian also reported that the survey concluded that lodging properties would prefer electronic filing versus the paper format we currently use. Marian told the board that Callie was looking into it and we would let them know.
  - b. **2010 Co-op application:** the co-op application from UOT is due by June 25<sup>th</sup>, they will have presentations the week of July 23<sup>rd</sup> and funds will be awarded by August 7<sup>th</sup>. Funding was cut from this line item so the max that we can apply for is 175K. We need to make a final decision tonight so that Marian can work on the application and be able to present it to the board for final approval at the June 18<sup>th</sup> meeting.
    - i. Steve reported that the California Study Group found that California has just as many leads as Colorado but California has a bigger population. Fiona did some leg work and found that billboards in California would cost anywhere from 5K to 45K. They also discussed maybe partnering with REI or Patagonia. **Steve commented that the California study group didn't intend to take marketing money away from Colorado. He also commented that the committee looked at southern California because they felt it was a closer drive market.**
    - ii. Colin reported that right now Moab is a shining star, that Moab is doing better than some of their constituents around the state and should continue to do what it is doing well. He also reported that

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the Co-op committee has had their funding cut and thus they are looking at applications a little differently. They have reduced the application scoring to reflect a change from 20 points for new locations to only 5 points for that. Therefore staying close will be accepted. He also commented that this would be our last year for the Colorado market push and we should be prepared to move next year. The Marketing committee would like to see Moab continue with Colorado. Those markets are safe and staying close to home for 1 more year is a good idea.

- iii. Rachel commented that she was concerned that we can't afford California. Her other concern is how the co-op committee will look at an application for Colorado again.
- iv. Jason noted that he thought we should maintain Colorado and that he thinks California is where we need to be in the future and that we should start laying that groundwork now.
- v. Arlo commented that we want to put in the best application that is going to get us the money. He also commented that we should begin looking at a two year plan and consider putting together a strong application for Colorado and begin planning for California. Bigger fan of northern California. More of his market comes from the north.
- vi. John commented that he feels Colorado is our bread and butter and that he talks with people and businesses everyday that see the benefit in Colorado visitors.
- vii. Steve asked Colin about a hybrid application that included Colorado and a focus study in California and Colin said "no, what the co-op grading committee are looking for is things that are not going to be a hope and a prayer". He commented that a PR firm and a focus study is rather nebulous. He commented that he thought we had enough money to do both but that we should keep our application to Colorado and focus our other money on California or another market.
- viii. Steve asked "What are your thoughts on if we apply the grant based on a Colorado campaign, but we also budget to include a PR firm to help market us in California and to also start out with a focus group to see if it is even viable for us to enter to the California market? If we budget that into our 2010 budget would we all be in favor of that?"
- ix. Jason makes a comment that he will make a motion to do this. Arlo says " Are we under the co-op application , the focus group should be under our marketing plan" Colin also commented that we have plenty of time to work on the focus study in our marketing plan but right now we should focus on our co-op application.
- x. Marian stated that Steve makes a good point that if we as a unit have decided we are going to do a focus study on California next year and as a committee we have agreed to do so we can preface

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our application by saying so and in the application say that our thoughts are to move to the California market this year but we want to do it smart and do due diligence this year, so rather than jump into an application for that this year we will commit to allocating funds for focus study groups in California so we opted to go back to Colorado this year, and then fill out the application for Colorado. That way they will see that they are not going to get another application next year for Colorado.

- xi.** Rachel made a motion to do the application that way. John 2<sup>nd</sup>. There was no discussion and the vote was unanimous. Marian reported to the board that the Travel Council is trying to get creative with marketing so we went to the Lacrosse game in Denver and did some marketing there and if the board has any ideas of **new effective, creative marketing** to let her know. Colin also noted that for the grant application if we add a little bit more money than just the match it would help get approval from the committee. **The Board agreed and the amount discussed for the application was \$200,000**

### 5. Chairman's Report:

- a. Via Magazine:** Steve talked about PR Firms and that they can offer more opportunity for Moab. The AAA Via magazine goes out to California AAA members and they do features all the time. Marian told the board that the Travel Council office has stacks of magazines and articles that Moab is in already. She will bring a month's worth of articles to the next meeting.

### 6. Director's Report

- a. TRT & Visitation report:** Our TRT report for the year shows that we are down 28% but Jeep Safari fell in 2<sup>nd</sup> qtr this year and last year it fell in 1<sup>st</sup> qtr so it skews the figures. If you compare the statistics to another year where Jeep Safari falls the same we are down 3%. Arches shows an increase of 7.2%
- b. Upcoming Fam Tours & Shows:** Marian is leaving this weekend to attend a tailgate party for a concert with the Arrow 103.5. This falls under the creative marketing idea. Callie will be attending the Sunset Celebration with the UOT next week while Marian is in Salt Lake City at the Outdoor Adventure Show. We have a few Fam tours coming up and we will let you know as it gets closer.
- c. Meeting location change for June through September:** The County Courthouse is getting new carpet throughout the building so we have to move our meeting location to the MARC for our meetings June through September. We will remind you later.
- d. Student Group Tour Magazine:** there is an article in the issue. Marian passed it around.
- e. UAC:** Melva Sign is fighting for 1/3 or the restaurant tax to go to the Utah Restaurant Association so that they can market restaurants throughout the state. The counties are opposed to this happening so in order for us to get representation we need to pay in \$991 to try and fight this.

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- f. **Interviews for the board:** On June 3<sup>rd</sup> at 11:30 there will be interviews for 2 board positions. We had 3 applications come in but one of them does not need to be interviewed because he has already been interviewed recently.
7. **Committee Reports:**
- a. **Marketing report:** Colin will get a meeting together. Steve wanted to report that Marian was interviewed at Pow Wow by CCTV which is a big Chinese Television company.
  - b. **California report:** Steve will work with Marian on a focus group.
  - c. **Airport report:** John didn't have anything to report because the Airport board meeting was cancelled.
  - d. **Chamber report:** Jason reported that they have a new program in the Chamber office and they're trying to update that information. They're getting a lot more members. The Chamber of Commerce is in charge of the 4<sup>th</sup> of July Celebration. The Travel Council has a co-op ad with the Chamber of Commerce for the 4<sup>th</sup> of July.
8. **Other:** John will not be able to attend next month's meeting and Rachel may not be able to make as well. She will let us know.
9. **Future Agenda Items:** none
10. **Adjourn:** Colin made a motion to adjourn the meeting at 7:25pm, Jason 2<sup>nd</sup> the motion.