

Amended Minutes

Moab Area Travel Council Advisory Board Meeting June 18, 2009

5:30pm

Moab Arts and Recreation Center Art Room

Members Present: Colin Fryer, Fiona Raison, Arlo Tejada, Bob Jones, Steve Wang, Mark Stuenkel, Jason Taylor, Bob Greenberg

Members Absent: Rachel Paxman, John Knowles

Staff: Marian DeLay

Guests: none

1. **Meeting Called to Order:** 5:40pm
2. **Welcome to new Board Members and description of their terms:** the board welcomed Mark to the board
3. **Approval of Minutes:** Jason made a motion to approve the May minutes, Arlo 2nd the motion.
4. **Public Q & A:** none
5. **Discussion and Action Item's:**
 - a. **2010 Co-op Application:** Marian received comments from some of the board members and made some changes that are in front of the board. The match is going to be for 200k and so we need to change some of the budget items to reflect the change. Marian recommends that it be taken from radio, television and sports venues. Colin made a motion to leave the application at 225k, Bob Greenberg 2nd the motion and it passed unanimously. The board would like to see a few items changed, they are as follows: item #5 to use other media not previously used and item #7 to October 2009. Colin made a motion to approve the changes and the application, Jason 2nd the motion and it passed unanimously. Arlo would like to see the Arches stats compared to other National Parks added to the application. Marian will ask the park about giving a breakdown on statistics per state.
 - b. **Approval of a support letter for Sunparks Co-op Application:** Marian explained what Sunparks is and its role. Bob Jones would like to get a copy of the budget, plan and spending of Sunparks. We will bring copies of the Utah National Parks piece to the next meeting. Bob Jones made a motion to approve the support letter, Fiona 2nd the motion and it passed unanimously.
6. **Chairman's Report:** none
7. **Director's Report:**
 - a. **Updates on visitor and TRT Stats:** Arches is up 6.4% and there's no update on TRT.
 - b. **Articles:** Marian brought all stories or articles for a month period regarding Moab to the board as requested from last month's meeting.
 - c. **Tipping complaint letter:** Marian received a letter from someone that was offended by the tipping policy in the menu guide. Steve thinks this should be handled through the Chamber of Commerce. Fiona commented that some

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foreign visitors don't understand tipping so just some simple education would be good.

- d. **Trek America & Thomas Cook:** These companies have asked UOT for some help with their advertising so UOT has passed this on to the counties. UOT is going to pay \$3000 towards the project and for the counties to pay \$4100 for a total of \$7100. It will include posters for the Utah trip. Bob Jones says that Thomas Cook is not doing well financially, they bought out another company. This is a gamble, if you say no, then Delicate Arch won't show up on the poster but if you say yes, then Delicate Arch is there. Marian-This will open up the flood gates for other businesses to request the same. Mark, for \$800 it's not a bad deal. Bob Jones, we should tell them that we should get out of it as smoothly as we can but not shut the door completely. Next year if we find that the businesses have suffered from this decision then maybe we reconsider.

8. Committee Reports:

- a. **Marketing Report:** They did not have a marketing meeting because the emphasis was on the co-op application but they will hold a meeting in mid July. Bob Jones would like the marketing committee to let the board know if they are so locked into Colorado that we'll never get out. Colorado's a strong market for the spring but not the summer. Let's see if the advertising in Colorado is going to do anything for us next year. The new application includes doing some focus studies on other areas. Colin believes that consistency will be a bigger bang for our buck.
 - b. **California Report:** they have not met but they will, once the co-op application process is over.
 - c. **Airport Report:** Enterprise is the new rental company in Moab since Thrifty has shut its doors. Enterprise is also working with Hertz, the drop off fees are much lower now, this will be a good change. Jason wanted to comment on the airport and the number of complaints they have received as far as not getting luggage, or flights being cancelled, not getting a live person to answer the phone. Bob Jones, we need to find an airline that's wants to be here. Marian told the board that we didn't get a response from the letter that was sent. We need to have some discussion on getting an airline, who should do this, how should it be funded, etc. We need to have someone dedicated to this project. After discussion the board created an Airline committee that will include Bob Greenberg, Bob Jones, Fiona and Jason.
 - d. **Chamber Report:** The Chamber is in a good upswing and there adding new members. The Chamber is putting on the 4th of July Celebration and they are focusing on buying local. Bob Jones suggested that Kammy revisit some of the businesses that have previously said no just to let them know the direction that the Chamber is taking.
9. **Other:** Fiona will not be able to make it to next month's meeting and it will be the 4th meeting that she will miss. The County Council asked why the Travel Council doesn't change the bylaws. Marian responded that we need input from all the members in order to make it a working board. Fiona will have to go through the process like the other members.
10. **Future Agenda Items:** Airline Committee Report
11. **Adjourn:** Jason made a motion to adjourn the meeting at 7:30pm Fiona 2nd the motion and it passed unanimously .