

# Minutes

**Moab Area Travel Council  
Advisory Board Meeting  
August 20, 2009  
5:30 pm  
Moab Arts and Recreation Center  
Art room**

**Members Present:** Rachel Paxman, Jason Taylor, John Knowles, Arlo Tejada, Mark Stuenkel, Bob Greenberg, Fiona Raison, Bob Jones, Colin Fryer

**Members Absent:** Steve Wang

**Staff:** Marian DeLay, Callie Tranter

**Guests:** none

1. **Meeting Called to Order:** Bob Greenberg made a motion to appoint Jason Taylor to conduct the meeting since the chair and vice chair weren't present, John 2<sup>nd</sup> the motion. It passed unanimously. The meeting was called to order at 5:35pm.
2. **Discussion regarding "passes unanimously"**
  - a. **Repeat the motion:** There was some discussion about announcing the results and taking a vote. It was agreed that that should be done each time and contained in the minutes.
3. **Approval of Minutes:** John made a motion to approve the July minutes, Mark 2<sup>nd</sup> the motion and it passed unanimously. Bob and Colin arrived.
4. **Public Q & A:** none
5. **Discussion and Action Item's:**
  - a. **2009 Budget:** Marian brought the budget to the board because we have had a decrease in tax collections this year so we need to rework the budget to reflect the shortfall. The Marketing committee came up with cutting some billboard advertising in Salt Lake City for the winter months. If we are below our projected revenue by the end of the year we will go to the County Council and ask that it come from the fund balance. Jason made a motion to approve the budget changes, Bob Jones 2<sup>nd</sup> the motion and it passed unanimously.
  - b. **Travel Guide/Activities Planner Recommended changes:** We've sent out 20,000 travel guides to date. We would like to recommend changes to the tables making them smaller and only include the name, phone number, website and email. Mark asked that we present an idea and bring it back to the board for their recommendation. Bob Jones would like to have some information put together, what are the FAQ's that need to be addressed, where is the Photo brochure going and what information would come out and what would it be replaced with. Mark also asked for the cost to print each guide. Marian asked the board member to look over the

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Travel Guide and come back to her with recommendations of what they would like to see changed.

### 6. Chairman's Report:

- a. **German Magazine Ad:** none

### 7. Director's Report:

- a. **Visitation and TRT report:** visitation is up 8.56 % at Arches, TRT is down 4% but if we compare 2009 to 2007 we are up 9%.
- b. **Fam Tour report:** we currently have 10 fam tours that we're working on a few of them are: The Grand Fam on October 4<sup>th</sup>, 28 people they need rooms and dinner. Xia Yu a Chinese Actor/Journalist will be here September 4<sup>th</sup>, Marian will be out of town she asked the board if one of them would be able to go to dinner with him. Colin told Marian to invite him out to the ranch for dinner and to attend the Music Festival. They are having a Brazilian Jazz concert that night. Marian will look into getting tickets and get back to him. A Tour Operator with Ahorn Reisen, Victoria Werner will be here in September. She will be going with Tag A Long on some tours. Ahorn Reisen specializes in working with people with disabilities.
- c. **Co-op Funding report:** UOT approved us for \$157,500, which is 90% of our grant request. There were 20 applicants that received nothing. Colin stated that there are still some things that we can improve on the application and for next year we won't request Denver again.
- d. **Additional coverage-print and theater:** Marian told the board that we still have our commercial running in the theater because no one else has purchased the space so they decided to continue running our ad at no cost to the Travel Council.
- e. **Upcoming travel plans:** Marian will be going to ESTO at the end of August, UTIC the first part of September and then NTA in November.
- f. **Restructuring UTRA:** Utah Travel Regions Association is doing some restructuring and is changing its name to Utah Association Destination Marketing Organization (UADMO's). It will no longer be region driven, each county will be responsible to appoint someone and will have to pay in to be a part of it. Marian would like for the board to recommend her to be a part of UADMO's. Colin made a motion to approve Marian to the UADMO's board organization but would like some information on the value it will have on Moab, Jason 2<sup>nd</sup> the motion and it passed unanimously.

### 8. Committee Reports:

- a. **Marketing Report:** Colin reported that because of the shortfall we decided on not doing the billboards in Salt Lake City for the winter months. We will still go ahead with the fall campaign with \$72,000 spent in Colorado to complete our grant funding. Colin told the board that if they had suggestions on where to funnel the funds for a winter campaign then to get those to Marian.
- b. **California Report:** no report

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- c. **Airport Report:** The airport received a proposal from Chevron Energy Solutions to do a study on Photovoltaic Arrays, the County Council is going to look into it. Bob also reported that you can't run a 135 air service with one staff person so they are looking into that as well. Marian asked if Great Lakes was paying for the billboards at the airport because they are in bad shape and need to be taken care of.
  - d. **Chamber Report:** no report
  - e. **Airline Committee Report:** the committee is starting to sharpen up the notion that we need to go to a charter service. They identified some needs for information to market to an airline. Bob Jones got a call from Lisa Church who was inquisitive about why the Travel Council was trying to get rid of Great Lakes, the TI would like to follow the conversation just to beat out bad rumors.
9. **Other:** none
10. **Future Agenda Items:** The Travel Guide and update and report on Michele.
11. **Adjourn:** Jason made a motion to adjourn the meeting at 7:15pm, Bob Jones 2<sup>nd</sup> the motion and it passed unanimously.