

Minutes

Moab Area Travel Council Advisory Board Meeting October 15, 2009 5:30pm Grand County Council Chambers

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

Members Absent:

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting called to Order:** 5:32pm
2. **Approval of Minutes:** Colin made a motion to approve the September minutes, Mark 2nd the motion, none opposed.
3. **Public Q & A:** none
4. **Discussion and Action Items:**
 - a. **Event Grant Application:** We have received 14 event grant applications for 2010 totaling \$108,627.50 with \$70,000 allocated to this line item. The meeting will be on November 19th at 1:00pm in the County Council Chambers. Marian discussed a couple of the applications in detail because of their status. Bob Greenberg suggested that one of them contact Economic Development or go to a non-profit to help support them.
 - b. **Trail Nation TV:** Brad Gegare gave a presentation last month and the board asked for time to review the website and put it on this month's agenda. Brad has since mailed a DVD for the board to watch. Rachel wanted to be reminded about what the cost was? Marian told her \$19,000 per year and they want a commitment of 2 years totaling \$38,000. Rachel asked if we could commit to 1 year to try it out. Marian didn't ask Brad that question. After some discussion Rachel made a motion to pass this time but to leave **our options** open, Fiona 2nd the motion, motion carried 9-0.
 - c. **TRCC (Tourism Restaurant Convention and Cultural) Budget:** Marian briefly went over the TRCC Budget with the board. They are estimating to close the year with \$384,000 and are projecting to end 2010 with \$398,280. There was discussion about the Old Spanish Trail Arena and Bob Greenberg suggested that the Manager give a presentation on the budget expenses. Rachel left at 6:30pm. Jason made a motion to approve the TRCC budget, Arlo 2nd the motion, motion carried 7 for – 1 abstained (Bob Jones).

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5. **Chairman's Report:** Steve and Mark attended the Open Meeting training and commented that it's not just for the chair that every board member needs to attend.
6. **Director's Report:**
 - a. **TRT and Visitation report:** Monthly reporting properties are up 3% through August and Arches visitation is up 7.31% through September.
 - b. **Other-Utah Valley Dinner report:** the Utah Valley Convention and Visitor Bureau board had their retreat at the Red Cliffs Lodge and they invited us to dinner to meet them. It was a great meeting and the members that attended had a great time. It was a good opportunity to share what works for each area separately and what issues we have in common.
 - c. **UTIC (Utah Tourism Industry Coalition) report:** There are a few issues in legislation currently that need to be addressed. The Tourism Marketing Performance Fund which is the Utah Office of Tourism budget is on the line again. Last year it suffered a cutback from 11 million to 7 million and it could get cut again. Another issue is that the Restaurant Association feels a little picked on and would like to see the Restaurant Tax taken away. This one probably will not go to legislation this year but next year it's a possibility. Arlo left at 6:53pm. The Governor's Gala is October 30th, it's \$5000 per table. Marian cannot spend money on lobbying so if anyone wants to attend there are a couple of seats available at the UTIC table if they would like to go.
7. **Committee Reports:**
 - a. **Marketing report:** They will be having a meeting within the next few weeks and the final marketing for the year has begun.
 - b. **California report:** Steve will set up time to focus more on the California Study.
 - c. **Airport report:** Doug was here from Great Lakes to report on the new schedule. The EAS (Essential Air Service) Contract is up this year and they had 2 applicants.
 - d. **Chamber report:** there is a board vacancy open on the chamber board. Jason also reported that the Chamber banquet is coming up and will be held at Canyonlands By Night.
 - e. **Airline report:** They haven't met but will get together soon. Bob Greenberg said that there's interest in the market here.
8. **Other:** none
9. **Future Agenda Items:**
 - a. **Event Grant Presentations:** November 19th at 1:00pm
10. **Adjourn:** Fiona made a motion to adjourn the meeting at 7:15pm, Jason 2nd the motion, motion passed 8-0.