

Minutes

**Moab Area Travel Council
Advisory Board Meeting
December 17, 2009
5:30 pm
County Council Chambers**

Members Present: Jason Taylor, Fiona Raison, Bob Jones, Bob Greenberg (Council Liaison), Arlo Tejada, Rachel Paxman, Steve Wang, Mark Stuenkel, John Knowles

Members Absent: Colin Fryer

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order:** 5:32pm
2. **Approval of Amended October 15, 2009 and November 19, 2009 Minutes:** Mark made a motion to approve October 15, 2009 and November 19, 2009 minutes, John 2nd the motion. All in favor.
3. **Public Q & A:** none
4. **Presentations:**
 - a. **Event Facilities Promoter, Michele Hill:** She couldn't make it to the meeting. We'll schedule her presentation for next month.
5. **Directors Report:**
 - a. **Tribal Sands Belly Dance Festival update:** Marian spoke to Karla about the event that was supposed to be held in September and Karla told her that she spent the marketing funds on the Durga tour event in June. She is going to get copies of the advertising to Marian to show that she did do advertising. As a result of this situation we have made some changes to the contract.
 - b. **Canyons Endurance Ride Final report:** we received the final report from Sherri and everything looked good so we will issue a final payment for the event.
 - c. **Restaurant Tax action:** In legislature there is a bill to repeal the restaurant tax and replace a county option tax. Throughout the State most counties are opposed to this bill. The Grand County Council is not in favor of the bill and have created a resolution and will send it to Utah Association of Counties (UAC).
 - d. **TRT and Visitation report:** TRT is down 2% at the end of 3rd quarter. If we compare 2007 to 2009 we are up 15.7%. Arches visitation is up 7.3% year to date.
 - e. **TRT Ordinance Recommendations:** we have had a couple of delinquent properties this year that have required some extra attention. We have rewritten the policy to show that accelerated payments shall be required and added a section for our Policies and Procedures for collecting TRT to the ordinance. Bob Greenberg would like to have the support of the Travel Council Advisory Board before we take it to the County Council for approval. We will put it on the January agenda for a vote.
 - f. **Advertising:** Marian passed around some magazines to show the ads that we have out now. She also showed them an idea of what direction the Activities Planner is going in. Marian has some request for advertising in some publications and asked if anyone was working with them currently.

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6. **Committee Reports:**
 - a. **Marketing Report:** Arlo told the board that they went over dollar amounts for Colorado and Utah advertising and they have left a \$6000 budget for the California Study group and some for International advertising also.
 - b. **Chamber Report:** The Electric Light Parade was a success and they had over 800 runners in the Winter Sun 10K. The Chamber is going to form a committee to hold open meetings with the School Board.
 - c. **Airline Report:** They are moving ahead to develop a presentation they will give us feedback. They are looking for a dedicated airline service that will meet the needs of Moab. Once we deliver a pitch to meet with businesses we'll come up with costs for the flights.
7. **Future Agenda Items:** Event Facilities Promoter, Michele Hill and TRT Ordinance recommendation
8. **Adjourn:** Rachel made a motion to adjourn the meeting at 6:25pm, John 2nd the motion. All in favor.