

Minutes

Moab Area Travel Council Advisory Board Meeting January 21, 2010 5:30pm Grand County Council Chambers

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

Members Absent: Rachel Paxman

Staff: Marian DeLay, Callie Tranter

Guests: Melinda Brimhall, Michele Hill, Walker Mackay, David Mackay, Dee & Sue Holladay, Tom Kleinschnitz, Allan & Pat Poertner, Richard Quist, Ken Sleight, Brian Merrill, Greg Williams

1. **Meeting Called to Order:** 5:36pm
2. **Election of officers:** Steve made a motion to appoint Bob Jones as Chair, Colin 2nd the motion, none opposed. Mark made a motion to appoint Arlo as Vice Chair, Jason 2nd the motion, none opposed.
3. **Approval of December minutes:** John made a motion to approve the December minutes, Mark 2nd the motion, none opposed.
4. **Public Q & A:** Jason requested that the Airline Report be moved up in Discussion and Action so that Bob Greenberg would be there for the presentation.
5. **Presentations:**
 - a. **Event Facilities Promoter, Michele Hill:** She's been attending shows: MPI, TEAMS, Mini Trade shows, Affordable meetings, Utah Society Assoc. and Wedding shows. It's been a challenging year for meetings but the wedding market is going well. The hang up on the meetings is the flight's, there aren't enough seats to accommodate big meetings. Michele will be working on a website redesign in February to improve the listings to include a name, description and slideshow. There was some discussion and recommendations to work in close proximity in Utah and Colorado.
6. **Discussion and Action Items:**
 - a. **David Mackay, Colorado River & Trail Expeditions, Inc.:** David Mackay with CRATE, Tom Kleinschnitz with Adventure Bound River Expeditions, Dee & Sue Holliday with Holiday River Expeditions, Richard Quist with Moki Mac River Expeditions and Ken Sleight spoke in regards to changing the collateral policy so they could be included in the brochures and website listings. Richard also spoke for Breck Poulson with Wilderness River Expeditions. The argument is that they are beneficial to the Moab economy and should be included. They have been around for a long time and paved the way for outfitters in Moab years ago. Board members had several comments on the matter, mostly that they didn't want it to become

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a snowball effect of businesses wanting the same consideration. Some of the board members also said that grandfathering the 5 rafting companies into our collateral was not a problem for them. Marian told the board that the BLM has 70 permits out there that are outfitters. What happens if they want to be included as well? There are a number of other companies that would like to have this same discussion with the board. Melinda recommended that we take the next 4 weeks to come up with something to either alter the policy or not. The county would need to look into the legality of charging to have a listing. Mark made a motion to continue to look at the issue and ask the staff to make a recommendation and revisit it next month, Jason 2nd the motion, none opposed. Arlo and Bob Greenberg left at 7:35pm.

- b. **TRT Ordinance recommendations:** we went over the recommended changes to the ordinance and asked for their approval so that we can take it the County Council to be added to their agenda next month. Colin suggested that we include in the changes that the lodging properties report on a monthly basis only. We can have better statistics and more accurate information. Steve suggested that we open this up to a public hearing before changing the way they have to report. Jason made a motion to table the TRT ordinance changes and bring it back next month, Mark 2nd the motion, none opposed
- c. **Airline Report:** Jason gave the report because Bob G. had to leave. Jason showed a power point presentation that Tina Snyder had put together for them and wanted to note that it is a rough draft (see the power point handout). The committee would like to request from the local businesses to support this and do their part to buy in on pushing for this airline service. After doing some surveys it was determined that Las Vegas was a recommended hub to fly into Moab. The committee talked to the CVB and the airport in Las Vegas and they recommended a flight schedule of Tuesday, Wednesday and Thursday to pitch to an airline. Jason asked the board to make changes and asked for any suggestions on airlines the board would like to approach and get them back to him. The committee is shooting for service beginning in 2011 so the discussions need to happen now. Colin suggested that maybe we consider another location like Telluride as part of a triangle instead of Grand Junction. Jason said the current carriers they are looking at are Allegiance, Scenic, and Vision Air.

7. Director's Report, Marian DeLay:

- a. **TRT:** monthly reporting properties are up 4% for the year so far.
- b. **Visitation:** Arches visitation is up 7.27% for the end of the year.
- c. **Budget:** Marian suggested revisiting some of the advertising campaigns the marketing committee had suggested because she just found out that Moab has 2 major motion pictures coming in April, May and June. We don't want to advertise and then have no place for people to stay because the town is full.

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- d. **UTIC (Utah Tourism Industry Coalition):** Marian reported on various things that are going on in UTIC right now. The County Council wrote a letter to Utah representatives and the Governor stating that they do not support the repeal of the Restaurant Tax. There are 6 counties that will be doing the same thing as well. Feb. 10th is Tourism day on the Hill, Colin reported that the Governor is supporting 7 million for the Utah Office of Tourism. The legislature is dealing with a huge deficit but the Governor is going to recommend that UOT's funding be kept the same. Feb. 24th is the legislative dinner with the Utah Housing and Lodging Association. It is a formal dinner and is \$75 per seat or \$600 for a table. The County cannot spend tax dollars on lobbying so Marian asked if anyone wanted to sponsor her at the dinner. Colin suggested that Moab buy a table.
8. **Committee Reports:**
 - a. **Marketing Report, Colin Fryer:** Colin reported that the marketing committee has not met recently but they need to so they can go over rebalancing the budget. He also reported that UOT is doing a summer national television campaign to include Denver, Los Angeles and Las Vegas.
 - b. **Chamber Report, Jason Taylor:** The chamber of Commerce had their retreat today and they have some good ideas going on. They are the voice of the Moab community and are going to work on uniting the business community and taking a stance on the school board issues.
9. **Future Agenda Items:** Collateral Policy and TRT Ordinance.
10. **Adjourn:** Jason made a motion to adjourn the meeting at 8:45pm, Bob 2nd the motion, none opposed.