

Minutes

**Moab Area Travel Council
Advisory Board Meeting
April 15, 2010
5:30pm
Grand County Council Chambers**

Members Present: Bob Greenberg (County Liaison), Fiona Raison, Bob Jones, Mark Stuenkel, John Knowles, Arlo Tejada, Colin Fryer

Members Absent: Rachel Paxman, Jason Taylor, Steve Wang

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order at 5:30pm**
2. **Approval of March Minutes:** Mark made a motion to approve the March minutes, Fiona 2nd the motion. Marian noted that there was a typo under Discussion and Action that needed corrected. None opposed.
3. **Public Q & A:** none
4. **Discussion and Action Items**
 - a. **Staff and Board expectations of one another:** Bob Jones talked for a bit about what he has seen happening with the committees. Committees aren't meeting or they are asking the staff for information to be put together the day before the meeting. Bob Greenberg noted that it was up to the Chair to see that the committees are meeting. Marian asked for a few things to be recognized during the meeting.
 - i. She asked the board to silence their phone's, it's disrespectful and distracting when someone is speaking.
 - ii. When there is an exciting topic there is a lot of conversation going on around the table, please respect each other's time when allowed to speak.
 - iii. When making comments, speak once and limit your time when it's your turn.
 - iv. The Chair should repeat the motion and the vote for clarification.
 - v. We have added a section for Board Member comments and we would like to see everyone contribute something.

Mark asked that when there is a special meeting if we can give enough notice so that the board members can attend because if there's not a quorum then it's pointless to have the meeting. He also asked if a written report could be drawn up and emailed to the board so that the rest of the board members have time to research the topic before the Scheduled Advisory Board Meeting.
5. **Director's Report, Marian DeLay**
 - a. **Open and Public Meetings Act Training:** this is mandatory by the State Legislature for all board members to attend. It will be held on May 6th from noon to 3:15pm.

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- b. Present the new Travel Guide:** the new Travel Guide is completed and Classic Ink the design team is going to submit our travel guide for an Addy's Award. Hudson Printing is also submitting it for a Printing Award. Robert worked very hard on the content and sent a pallet of photos to Classic Ink and they placed the photos. This guide will replace the 2 pieces we currently have. The board determined that it cost about 32 cents to print each guide and total cost is about \$1.10 for the guide and mailing.
 - c. TRT and Visitation report:** monthly properties are down 1% through February, Arches is down 16.7% through March but Dead Horse Point is up 88% through March. We have been working with the State Park on some advertising.
 - d. Western Stars final report:** we are just waiting on a final invoice from Bayley to submit for final payment but everything looks good. We also received invoices from the Belly Dancers totaling \$1776 and there grant was for \$1800.
- 6. Committee Reports:**
 - a.** Colin reported on the Marketing committee. They just had a meeting and went over what to do in the next cycle that will begin mid June to mid August. September is pretty busy, it doesn't need much help but in the fall we need to have a strong finish with great weather and values. Colin reported that the Co-op application with the State is due June 20th and we can apply for up to \$175,000. We can apply for funds for Denver again but the State will not welcome it. The Marketing committee hasn't heard anything about California so the consensus was to go with the Portland area for co-op money unless someone has a strong objection. Portland has already been targeted in the past by the State and Colin is going to encourage them to go back there again this year. The marketing committee came up with some ideas for the billboard on I-70. Marian showed the ideas and the board would like to see something less busy and a couple other changes. Marian will bring it back to the board next month for approval. Colin also asked that we look into getting the billboards lit. Fiona excused herself at 7:05pm.
 - b.** The Airline committee is meeting on Monday and by the next board meeting they should have a plan to take down the road.
- 7. Board Member Comments:** Mark commented that reservations are barely above and drop ins are much better. Colin said the weather raised some issues in the spring but reservations are ahead of last year at this time. John said retail was down the 1st 2 months but in March they went up. Jeep Safari sales were down this year. Arlo said business was up. Bob Jones said that business is up over last year but not 2008. He commented that 2008 was a banner year. Bob Greenberg reported that Great Lakes has vastly improved.
- 8. Future Agenda Items:** Bob Jones would like to see statistics for Portland. We will discuss the billboards on I-70 and getting some lights.
- 9. Adjourn:** Mark made a motion that we adjourn the meeting at 7:17pm, John 2nd the motion. None opposed.