

Minutes

**Moab Area Travel Council
Advisory Board Meeting
May 27, 2010
5:30pm
Grand County Council Chambers**

Members Present: Steve Wang, Mark Stuenkel, Rachel Paxman, John Knowles, Fiona Raison, Colin Fryer, Bob Jones

Members Absent: Bob Greenberg (Council Liaison), Arlo Tejada, Jason Taylor

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order** at 5:33pm, Steve Wang opened the meeting.
2. **Approval of May Minutes** Mark made a motion to approve the May minutes, John 2nd the motion, none opposed
3. **Public Q & A:** none
4. **Discussion and Action Items**
 - a. **Statistics for Portland:** Steve wanted to recognize that this was a good market but had some questions on how they were getting to Moab? Are they flying or driving? Marian said that she couldn't answer that but also noted that she sees a lot of Oregon license plates and she talks to people when she's around town and asks them about their trips to Utah. We have gotten over 5000 visits to discovermoab.com from Oregon.
 - b. **Approval of the Utah Office of Tourism Marketing Co-op Application:** Marian gave the board a copy of the draft application to submit to UOT and asked the board for questions or comments. After some discussion about California and Portland, Colin made a motion to approve the Co-op Application to market Portland for 175,000 with a match from the Moab Area Travel Council for 175,000, Mark 2nd the motion, all in favor.
5. **Director's Report**
 - a. **TRT and Visitation Report:** TRT is up 2% at the end of 1st quarter with 3 outstanding properties and Arches visitation is down 6.9% through the end of April.
 - b. **Report on the Public hearing to change TRT reporting to Monthly only:** The County Council held a public hearing regarding TRT and there was no public present at the meeting so the Council left the hearing open until May 26th at 5:00pm. At the close of the public hearing on Wednesday we heard from 10 single condo owners out of 105 properties. There was also an article written in the Times Independent on the matter. Marian wanted to address Steve's comments about trending. Looking at the monthly properties we would have anticipated an increase but once the quarterly started coming in it didn't turn out that way. Marian commented

Minutes

that since this was a recommendation from the Travel Council Advisory Board then we should have the board present at the County Council meeting on June 1st to support this request. We are also working on accepting online payments.

- c. **Billboard on I-70:** We have been working on bids for the vinyl's for the 2 billboards on I-70 and a bid for installation. Marian went over the costs provided by 3 of the companies and decided to go with Vision International at \$857 for 2 vinyl's and High Country Signs at \$880 for installation for a total of \$1737 for the project.
- d. **Pow Wow:** Rachel, Steve, Bob and Marian all attended Pow Wow this year. Marian shared a booth with San Juan County but next year will try to share a booth with the Utah Office of Tourism because they had a great location. Before Marian went to Pow Wow she set up an account with Trav Media and put up some press releases. She received a lot of emails saying they noticed the press releases and are really interested in Moab and would like to be a part of a Press Fam if one comes available. We can also get some stats from Trav Media for the number of clicks we got from them. Marian said that Moab should be proud of the representation they have at Pow Wow, no other city has that much representation.
- e. **Utah Tourism Conference:** the conference was good but the attendance was not as good as it could be. They are looking at having the conference at a different time to increase the number of people but for next year they will have it in May. Colin said that May is a good month, it's just after legislature is over and right before the UOT Marketing Co-op applications are due. Marian told the board that we won an award for our Travel Planner.
- f. **Trip Advisor:** Trip advisor rated Moab at #3 for Outdoor Adventure
- g. **Filming:** Marian asked Tara for a report on the filming and she reported that in the past 2 months we have had 127 Hours, a Disney movie, Bing, Microsoft, Capitol One, a fashion shoot and several others. She also reported that we have on schedule 2 full length feature films coming to Moab this year.

6. Committee Reports

- a. **California Report:** Steve has been looking into a focus study and gave everyone a copy of the costs that he found. They are considering a focus group in either Westwood or Orange County those areas would cover a 20 mile radius and be up to 10 people. We have to give them 10 days notice and they can set it up. Bob Jones would like to take a month to brainstorm and accumulate some information and we can dispense it through email and bring the topic up at next months meeting.
- b. **Airline Committee:** The committee received some letters to help support the need for an airline. The next meeting will be to set up a person that will give the presentation. We've got some companies in mind that we want to give the presentation to.

7. Board Member Comments:

Minutes

- a. Rachel went to the board training and wanted to comment that she didn't realize how important it was that every board member attend the training. Bob Jones, Steve, Mark and Rachel have attended the training.
 - b. Mark would love for the bridge to be completed, he had to beg people not to be upset with him.
 - c. John reported that retail sales are down at his store and that most retail stores he's talked to expressed the same.
 - d. Colin wanted to note that Moab continues to be in the right place at the right time.
8. **Future Agenda Items:** California Focus Study
 9. **Adjourn:** Colin made a motion to adjourn the meeting at 7:05pm, Fiona 2nd the motion.