

Minutes

**Moab Area Travel Council
Advisory Board Meeting
June 17, 2010
5:30pm
Grand County Council Chambers**

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

Members Absent: Colin Fryer

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order** at 5:33pm
2. **Approval of Minutes** Fiona made a motion to approve the May minutes, Mark 2nd the motion, none opposed
3. **Public Q & A** none
4. **Discussion and Action Items**
 - a. **California Focus Study** Steve received some information from the state office regarding traffic to Utah from California and it showed that Southern California is the number 1 market for winter and summer travel. Cable Television and the internet were the number 1 forms of advertising that the State did in California. Steve would like the board members to pole their own data for the top 5 zip codes in California and get back to him with the information so they can have a meeting. The next step will be to determine what questions should be asked of the focus study group.
 - b. **Final Co-op Marketing Application** Marian went over the comments that she received from the board members and will make those changes to the application before submitting the final to the Utah Office of Tourism. Rachel made a motion to approve the final grant application with the changes, Jason 2nd the motion, all in favor.
5. **Director's Report:**
 - a. **TRT and Visitation** TRT is up 3% through the end of the 1st quarter with 1 outstanding property. The County Council approved the change to monthly reporting only, effective January 1, 2011 and the penalty fee changes at their June 1st meeting. Bob Greenberg suggested that at this point the Travel Council should reach out to the condo owners to make the transition easy for them.

