

Minutes

**Moab Area Travel Council
Advisory Board Meeting
July 15, 2010
5:30pm
Grand County Council Chambers
125 E. Center Street**

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

Members Absent: Fiona Raison, Colin Fryer, Steve Wang

Staff: Marian DeLay, Callie Tranter

Guests: Krissie Killoy

1. **Meeting Called to Order** at 5:36pm
2. **Approval of Minutes** John made a motion to approve the June minutes, Mark 2nd the motion. All in favor.
3. **Public Q & A** none
4. **Presentations**
 - a. **Krissie Killoy, Community Development-General Plan update:** Krissie gave an update on the first meeting that was held and wanted to invite the board to participate in the next meeting that will be held on July 22nd.
5. **Discussion and Action Items:**
 - a. **TRCC:** Bob Jones requested a copy of the TRCC budget in advance of the meeting, because that time will be coming up and he wants the board to get familiar with what the line items are. A copy of the TRCC budget was provided to each member in their books. No action was taken at the meeting.
 - b. **California Focus Study:** Steve was not present to give a report.
 - c. **Grant Application Committee:** Arlo reported that they went over the goals of the funding and have the idea that it is seed money, to maximize dollars to town, to add individual, business, organization as well as non-profit and they have to show proof of status. They also talked about putting a cap on a dollar amount for an event if they have received money in the past. Jason made a motion to endorse event grant to open it to an individual, companies and private non profits and to change the goal to be seed money and to maximize tourism dollars in town, John 2nd the motion. All in favor.
6. **Action Items**
 - a. **TRCC** no action taken
 - b. **California Focus Study** no action taken

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- c. **Grant Application Committee** Jason made a motion to endorse event grant to open it to an individual, companies and private non profits and to change the goal to be seed money and to maximize tourism dollars in town, John 2nd the motion. All in favor.
7. **Directors Report, Marian DeLay**
 - a. **TRT and Visitation Report** the monthly properties are up 19% through the end of May and Arches Visitation is up .25%
 - b. **Ride for their Lives cooperation** Ed Smart and Are riding across country to raise awareness in support of parental advocacy protecting children. They will be coming through Moab on September 9th. They would like our help in creating a child safety fair at the park, if you would like to be involved please let us know.
 - c. **Collateral policy public hearing** There was no public present or written public comments for our public hearing and it will be scheduled for approval on July 20th.
 - d. **Co-op Presentation** the presentation is scheduled for July 21st at 2pm.
8. **Committee Reports**
 - a. **Airline committee** They have set some dates for the 2nd week in August and will start by targeting Pegasus and Allegiant Air.
9. **Board Member Comments** John reported that it's hot but people are still coming in after 9pm. Arlo reported that he's having some late bookings but they are for long trips.
10. **Future Agenda Items**
11. **Adjourn** John made a motion to adjourn the meeting at 6:25pm, Bob Jones 2nd the motion. All in favor.