

Minutes

**Moab Area Travel Council
Advisory Board Meeting
April 21, 2011
5:30pm
Grand County Council Chambers
125 E. Center Street**

Members Present: Judy Copeland, , Rachel Paxman, Paula Olesen, John Knowles, Steve Wang, Colin Fryer, Gene Ciarus, Sam Wainer

Members Absent: Bob Jones

Staff: Marian DeLay, Tina Snyder

Guests: none

1. **Meeting Called to Order** at 5:37pm
Marian noted that Steve Wang agreed to run the meeting because Bob was not present and Arlo had resigned his position on the Board.
2. **Approval of March Minutes** Rachel made a motion to approve the March Minutes, Paula 2nd the motion. All in favor.
3. **Approval of Special Meeting** John made a motion to approve the minutes of the April Special Meeting, Sam 2nd the motion. All in favor.
4. **Public Q & A** none
5. **Discussion & Action Items:** Marian informed the board that Arlo had officially resigned due to his illness and inability to attend meetings even by phone and therefore two committees had vacancies that needed to be filled.
 - a. **Event Grant Committee appointment:** Sam & John were appointed to fill the vacancy created by Arlo's resignation. Rachel said a meeting needs to happen soon so the application process will be ready by August.
 - b. **Marketing Committee appointment:** Judy was appointed to replace Arlo.
 - c. **Co-op Application:** Marian announced it was time to start work on the co-op funding application and reported she would go for the full \$175,000 and that she felt that the focus should be on Oregon again this year. The board agreed to stay in Oregon and Colin explained the co-op funding to new board members.
6. **Director's Report, Marian DeLay**
 - a. **TRT and Visitation** are both up. TRT is up 7% through the end of February and Arches visitation is up 8.9% at the end of March.
 - b. **Lion's Park project:** Marian informed the board that she had received permission from the County Council to offer her services to be on the Lions Park committee and have the Clerk's office handle the financial duties so that a grant application (to be prepared by the Park Service) can

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be submitted to the Connecting Trails To Parks (CTTP) for \$99,000. Marian's time and that of the Clerk's would be an in kind match and no cash match is required. This same grant was received last year to pay for the design and this year would be used to cover the \$75,000 needed for interpretive signs and the remainder for administrative costs to cover preparing the wording. She stated they will have one year to allocate the funds and one year spend. Due to the project being part of the Old Spanish Trail, Moab was a shoe in for the project. Steve asked if these funds could be used to help pay for the Dinosaur Diamond signs and Marian informed they could not.

7. **Other Reports:** Marian reported that she met this week with Kelly (Airport Manager), Bob Jones and Cassie Mohlenkamp with Great Lakes and they discussed how to get news of the Las Vegas flight out. They discussed co-op advertising, websites, etc. She said that Great Lakes will make sure the new schedule is in their magazine.
8. **Committee Reports:** John reported that the Airline Committee was thrilled about the new flight to LV and were in the process of securing funds for a new building to house the brand new fire truck. Marian shared her concern with the condition of the billboards at the airport and John said he would relay that concern to the Airport Committee. Colin reported for the Marketing Committee. That the spring campaign was coming to a close and the summer campaign would begin. He stated that money had been divided into three campaigns (spring, summer & late fall) and between Denver, Salt Lake City, and Portland, with the bulk being spent on Radio/TV. He said a small amount had been put in print media for the Peaks & Planes and an Arizona piece and that they would be advertising in the Mega Plex theaters again due to the success of the last promotion. John asked if they had considered doing bus tails in the SLC area like they did in Boulder. Marian said she would look in to that and possible the cost of advertising on the Trax train.

Steve reported for the California Committee and handed out a list of questions they had compiled and asked the board to look them over and then email Marian or himself with questions or concerns and they could discuss them at the next meeting. He stated that they were unsure whether to do the focus study aimed toward people with toys or without. During the discussion, Sam reported that Russ von Koch told him that Mountain biking is still the largest user group and seems to be on the increase with all the new single track trails.

Board Member Comments Gene stated that we were getting a lot of free national press over the fight by USA-ALL & Blue Ribbon Coalitions, to keep our trails open. He also reported that Grand County was the #1 Advertiser in the state. Paula asked about having Fly & Drive packages on the website and Marian talked about reviving the "Moab Deals" if business will keep up to date. She said that with the ongoing status of EAS being questionable, it is in Moab's best interest to fill the planes so that Great Lakes will see it as a profitable business should EAS discontinue in the future. Marian told the board that

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Sharon Kinsley was the new MIC Manager. Sam added that Sharon had a great customer service background and felt she would be a big asset to the MIC. Colin asked for suggestions on where in Las Vegas we could advertise that was affordable. The golf course and airport were suggested. Marian also informed the board that she had a conversation with Donna at the City in regards to the City and County entering into an agreement to share cost of keeping the MIC bathrooms open late and that Donna agreed to look at doing so. Gene said Marian could work with him on drafting the agreement that could then be taken to the Council for final approval.

9. Future Agenda Items none

10. Adjourn Rachel made a motion to adjourn at 6:31pm, Paula 2nd the motion. All in favor.