

Minutes

**Moab Area Travel Council
Advisory Board Meeting
May 19, 2011
5:30pm
Grand County Council Chambers
125 E. Center Street**

Members Present: Bob Jones, Rachel Paxman, Sam Wainer, Gene Ciarus (Council Liaison), John Knowles, Colin Fryer, Judy Copeland

Members Absent: Paula Olesen, Steve Wang

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order** at 5:36pm
2. **Approval of Minutes** John made a motion to approve the April Minutes, Sam 2nd the motion. All in favor.
3. **Public Q & A** none
4. **Discussion and Action Items**
 - a. **Election of Vice Chair** Colin nominated Rachel, Judy 2nd, Sam nominated Steve. Judy made a motion to approve Rachel as Vice Chair, John 2nd the motion. All in favor.
 - b. **Presentation of Draft Co-op Marketing Application** We will apply for \$175,000 to market in Portland from February to November 2012 for Round 9. With Travel Council's matching funds there will be a total of \$350,000. We will do advertising in way of Radio, Television, direct mail, behavioral marketing, consumer shows, print, theater direct, sponsor shares, giveaways and festivals.
5. **Directors Report**
 - a. **TRT and Visitation Report** TRT is down 1% at the end of March and Arches visitation is up 5.3% at the end of April.
 - b. **Pow Wow** Marian has 23 appointments with Tour Operators that requested a meeting with her and she will lock in the other appointments. This year Marian will share a booth with Tina Carter from Emery County.
 - c. **Utah Tourism Conference** was held in Park City with 380 people in attendance this year. Linda Gallindo was the keynote speaker this year and she was very good. The UTIC President this year is Joel Racker and the Vice President is Nathan Rafferty.
 - d. **Update of Portland Marketing Campaign** all the reports from TV and Radio are good. Bob would like Marian to bring numbers to the next meeting.

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- e. **MIC Bathrooms** Sharon is the new Director at the MIC. Marian has asked the City to help with the extended hours of the restrooms. Donna is interested in having an agreement between the MIC and the City. Marian will set up a meeting with Donna when she gets back from Pow Wow.
6. **Committee Reports** Bob asked the board to send in comments for the California survey. Sam said the question 10 does not include Jeeping. Johan gave a report on the Airport board. Greatlakes is a little disappointed in the Las Vegas flight. They have only had 1 passenger but remain optimistic. Gene reported on the County Council. They are going to intervene in a lawsuit regarding TRCC which brings \$450,000 a year to Grand County. The Event Grant Committee will get together on June 13th at 1 pm. Judy reported that the Chamber is having there Golf Tournament on June 17th and anyone can sponsor a hole.
7. **Board Comments** Marian gave the board a copy of the new Travel Planner and pointed out that we thanked each of the agencies in the back of the Travel Planner. Sam told the board that CNHA has a facebook page and 2 webcams now.
8. **Future Agenda Items** Event Grant Application, report on TV and Radio in Portland.
9. **Adjourn** John made a motion to adjourn at 6:51pm, Judy 2nd the motion. All in favor.