

Minutes

**Moab Area Travel Council
Special Meeting
May 23, 2017
10:00am
Grand County Council Chambers
125 E. Center Street**

Members Present: Jodie Hugentobler, Sarah Sidwell, Sharon Kienzle, Rachel Paxman, John Knowles, Curtis Wells

Members Absent: Colin Fryer, Howard Trenholme, David Everitt

Staff: Elaine Gizler, Callie Tranter

1. **Meeting Called to Order** at 10:07 am
2. **Discussion and Action Items**
 - a. **Recommendation to the County Council for approval of the 2018 co-op Marketing application to the Utah Office of Tourism** this application will focus on marketing in Southern California with a total budget of \$550,000 that includes the Travel Council match. The advertising will be primarily in billboards, radio, TV and digital and will run in January, February and December with some advertising in March and April. Rachel made a motion to submit the 2018 co-op marketing application to the County Council for approval, Sharon 2nd the motion. Motion passed 5-0.
3. **Adjourn** Rachel made a motion to adjourn the meeting at 10:17 am, Sarah 2nd the motion.