

Minutes

Moab Area Travel Council Advisory Board Meeting September 17, 2009

5:30 pm

Moab Arts and Recreation Center
Art room

Members Present: Colin Fryer, Arlo Tejada, Steve Wang, Rachel Paxman, Mark Stuenkel, John Knowles, Fiona Raison

Members Absent: Bob Greenberg, Bob Jones, Jason Taylor

Staff: Marian DeLay, Callie Tranter

Guests: Brad Gegare (Conference Call)

1. **Meeting called to order:** 5:33pm
2. **Approval of Minutes:** John made a motion to approve the August minutes, Mark 2nd the motion. Passed unanimously
3. **Public Q & A:** Brad Gegare with Trail Nation TV gave a presentation via conference call about becoming a sponsor for the show. It would cost \$19,000 and in return we would get a market value of \$118,000. It will include 30 second spots, Moab featured as an episode, 30 second spot on kididdel.com between online viewings, production of the commercial, segments will be streamed and available for viewing all the time on trailnation.com and kididdel.com, features on online magazine, banner ads, logo recognition and distribution of literature for them to hand out at all events. The board would like this on the next agenda.
4. **Discussion and Action Item's:**
 - a. **June 18, 2009 meeting regarding a motion 2nd by Bob Greenberg (Item 5.a. 2010 Co-op Application), also August meeting:** Bob Greenberg is a liaison to the County Council and cannot make motions or vote, so we need to have a motion if we're still in agreement for the two items. Colin made a motion to accept the co-op application as submitted by Marian as a replacement motion, Mark 2nd the motion. Passed unanimously. Rachel made a motion to accept Jason to conduct the meeting, John 2nd the motion. Passed unanimously.
 - b. **Travel Guide:** We want to make changes to the Travel Planner combining the Wow piece and the Travel Planner in one. An outline of changes was given to the board. We have sent out 217 cases of the wow piece since the beginning of the year and are being sent with the Travel planner also. We would like to change the orientation of the planner to a landscape piece, use a heavier cover and glossy inside, have 75% photo and text and 25% charts, change regional map and add a mileage chart. There was a lot of discussion about combining the 2 pieces into 1. Rachel made a motion to combine the pieces to 1 Travel Planner, Fiona 2nd the motion. The motion passed 5-2 with Arlo and Steve voting against.

