

Minutes

**Moab Area Travel Council
Advisory Board Meeting
December 16, 2010
5:30pm
Grand County Council Chambers
125 E. Center Street**

Members Present: John Knowles, Steve Wang, Judy Keogh, Rachel Paxman, Bob Greenberg (Council Liaison), Bob Jones

Members Absent: Mark Stuenkel, Arlo Tejada, Colin Fryer

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order** at 5:45pm
2. **Approval of Minutes from October** Rachel made a motion to approve the October 22nd minutes, John 2nd the motion. All in favor
3. **Public Q & A** none
4. **Presentation:**
 - a. **John Ripley Corkery, Desert Rocks Concert:** he was unable to make this meeting.
5. **Discussion and Action Items**
 - a. **2011 Budget and Marketing Plan** the comment period ended on Wednesday regarding the budget. The original budget for TRCC had \$143,000 in the Travel Council line item and that has changed to \$93,000. The County Council will adopt a budget at Tuesday's board meeting.
 - b. **Board Member Appointments** John, Rachel and Arlo's term expire this year and they have all submitted a letter to be reappointed to the board. Judy made a motion to approve John, Rachel, & Arlo for another term the Travel Council Advisory Board, Steve 2nd the motion. All in favor.
 - c. **Schedule of Meetings for 2011** We scheduled the Travel Council Advisory Board meeting for the 3rd Thursday of every month with one exception which in on March 10th. John made a motion to approve the Schedule of Meetings for 2011, Judy 2nd the motion. All in favor.
6. **Director's Report, Marian DeLay**
 - a. **UTIC Report** they have been watching legislature regarding a lawsuit with Utah Taxpayers, Utah County Attorney and the Restaurant Association asking them to repeal the Restaurant Tax because it's unfair. The Utah Attorney's Association has come back to them and told them that it's not the Utah tax payers place to ask them to repeal a tax that it not related to them. If the Restaurants want to repeal the tax they would have to file a request. There is also discussion about a bill that is being written and this

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discussion has come up year after year. Memberships will be sent out in January so if you're interested please let us know. February 2nd is Tourism Day on the Hill. You will be able to meet with your legislatures.

- b. TRT & Visitation Report** Arches visitation is up 2.7% at the end of November and they have reached the 1 millionth visitor. TRT is up 10% at the end of 3rd quarter with 3 outstanding properties.
 - c. NTA Report** most people requested that if any additional information was sent to send it electronically. Tauck Tours is coming back and will be using Moab Luxury Coach for their transportation. Tauck Tours has 31 trips to Moab scheduled for 2011.
 - d. List of Trade and Consumer shows for 2011** Marian gave them a list of shows that we will be attending for 2011.
 - e. Locator Board update** Marian met with the City because some information on the boards need to be changed. Someone also took an area map out of one of the boards so that needs to be replaced. Pictures need to be changed because of safety issues. We've received comments about adding social clubs to the boards. Rachel and Bob G. suggested that we add bars to the map. On the legend we can add restaurant/bar. Eric at Framed Image will submit a bid. Donna at the City said they will not contribute funding for the locator boards.
 - f. Year End Report** breaks down the mission statement, objectives, advertising, Trade shows, Fam Tours, TRT and Visitation. Marian will give this report to the County Council in January.
- 7. Committee Report** Rachel left at 6:45pm. Bob Greenberg reported that Kelly Braun and himself were invited to go on a flight with Great Lakes Airlines to Cheyenne, WY. Chuck Howell the CEO of the company spent the day with them. Bob G. and Kelly showed them there presentation. Great Lakes is trying to drop some of their eastern EAS contracts which would free up their planes. We would like 2 flights a day 3 times a week for a triangle of Moab, Grand Junction, Las Vegas. He suggested Denver, Moab Page, Las Vegas. Bob told him we would be interested. Bob G. told the board that Great Lakes is improving and would like to encourage the board to keep up with the support of getting scheduled flights. Judy reported that the Winter Sun run was good. Marian reported that the Canyons Endurance Ride was a success and they did the advertising that they had written in their application so we will request for final payment.
- 8. Board Member Comments** none
- 9. Future Agenda Items** Electronic attendance and Committee Appointments
- 10. Adjourn** 6:55pm