

## **Agenda**

**Moab Area Travel Council  
Advisory Board Meeting  
April 12, 2016  
3:00pm  
Grand County Council Chambers  
125 E Center Street**

- 1. Meeting Called to Order**
- 2. Approval of Minutes**
- 3. Public Q & A**
- 4. Discussion and Action Items**
  - a. Recommendation of funds for Moab Salsa Bachata Festival and the Dead Horse Ultra**
- 5. Directors Report, Elaine Gizler**
  - a. Statistics**
  - b. ITB Berlin report**
  - c. Brand USA information**
  - d. Road to Mighty 5 commercial**
  - e. Alaska Airlines and Sunset Magazine**
  - f. Fam Tour recognition**
  - g. RFP for the ad agency**
  - h. Webinar from Roger Brooks, Economic Impact**
- 6. Committee Reports**
  - a. Marketing**
  - b. Chamber of Commerce**
  - c. Tax Advisory sub committee**
  - d. County Council**
  - e. City Council**
- 7. Board Member Comments**
- 8. Future agenda items**
  - a. Next board meeting will be held on May 10<sup>th</sup>**
  - b. Guest Speaker Kelsey Berg from Congressman Chaffetz office**
- 9. Adjourn**

**Note: In accordance with ADA requirements, those needing assistance or, accommodations, need to notify the Travel Council at 259-1370 at least 48 hours prior to the meeting.**