

## Minutes

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

**Members Present:** Jodie Hugentobler, Sam Wainer, Lynn Jackson, Sarah Sidwell, John Knowles, Colin Fryer

**Members Absent:** Rachel Paxman, Howard Trenholme

**Staff:** Elaine Gizler, Callie Tranter, Robert Riberia

1. **Meeting Called to Order** 3:05 pm
2. **Election of Officers**
  - a. **Chair** Sarah made a motion to appoint John Knowles as Chair, Colin 2<sup>nd</sup> the motion. 4 in favor, John abstained.
  - b. **Vice Chair** Sarah made a motion for Howard to continue as Vice Chair, Colin 2<sup>nd</sup> the motion. All in favor.
3. **Approval of Minutes** Sam made a motion to approve the December minutes, Jodie 2<sup>nd</sup> the motion. All in favor.
4. **Public Q & A**
5. **Presentations**
  - a. **Sara Melnicoff, a concept for a project to stay on the trail** in 2009 when the tourism was increasing a Respect the Desert poster was created through feedback from. Sara would like to see the message on a great scale, like a billboard. Elaine suggested that we put a poster up at the Thompson Welcome Center. John suggested that Sara talk to the Red Rock 4 Wheelers to see if this poster can be in the Jeep Safari issue. Sam also suggested to have it at the Transit Hub or Lions Park. Colin commented that it's a good message in an appropriate way and we can continue to support printing the poster but he doesn't know about a billboard.
6. **Discussion and Action Items**
  - a. **Ranna Bieschke, Moab Half Marathon, Ad placement in Runners World** cost \$1500 for the size ad that she runs. She can only put 1 logo on the ad but she has found that it is a very effective ad for her race. Ranna is requesting that the Travel Council allow her to use that ad for her Travel Council Advertising Grant. Sam asked if she could include the discovermoab.com website address in place of the logo. She said she could do that. Colin made a motion to grant Ranna an exception to run the ad in that particular magazine with her Moab funds and the banner ad

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from the logo but to include the discovermoab.com website where ever possible. Jodie 2<sup>nd</sup> the motion. All in favor.

- b. Assignment of Committees** the Marketing, Event Advertising Grant and Airport will all stay the same as before.
- c. Event Advertising Grant Application changes** Sarah reported that we currently have WE need to get the Special Event Advertising Grant put up on the website. We have \$50,000 set aside for event funding for November 2016. We discussed doing away with funding for events that are not off season. Only giving funding for events held in November, December, January and February. The new events that have applied are in the November through February window which would still apply. The big change to the application is question 2. We replaced the table with an excel spreadsheet to give a more comprehensive plan of the marketing. The other changes were minor, changing Marian's name to Elaine's. Sam made a motion to approve the changes for the application and the guidelines, Jodie 2<sup>nd</sup> the motion. All in favor. Sarah made a motion to get the Special Event Application on the website with a due date of March 1<sup>st</sup>, Colin 2<sup>nd</sup> the motion. All in favor.
- d. Recommendation of approval for a print bid for the 7x7 booklet** we received 2 print bids, 1 from Journal Graphics at \$30816 and 1 from Northstar Printing at \$34,644. The insert is going to be included in Alaska Airlines, Horizon Magazine and Sunset Magazine. Journal Graphics is familiar with this type of project. Elaine is recommending Journal Graphics. Colin made a motion to proceed with Journal Graphics for 350,000 booklets for a total of \$30,816, Sarah 2<sup>nd</sup> the motion. All in favor.

### 7. Director's Report, Elaine Gizler

- a. TRT** the state report says that Grand County is 4<sup>th</sup> in the state for TRT Collections with \$3,898,673 which is a 15.2% increase. Overall TRT for the state is up 12.8%.
- b. Visitation** Arches for November had 49,087 visitors up 4.6% for the month, January through November the visitation is up 9%. Canyonlands for November had 22,100 visitors down .1% for the month but are up overall with an 18% increase. Arches webcam hits are at 300,000. Thompson Welcome Center had 21,044 visitors for December for an increase of 5%. Web visits have increased by 20.8% and our print leads show an increase of 29%.
- c. Park Centennial Celebration** Colin said that the National Parks are doing a National advertising campaign to find your park. Elaine reported that they will have a kick off event on February 11<sup>th</sup> at the Clarks Planetarium from 6:00 pm to 9:30 pm. They will show a National Parks adventure film.
- d. Tourism Day on the Hill** is held on February 1<sup>st</sup> this year and Elaine will be at a Trade Show at that time. Zacharia Levine was going to try to go. Colin commented that it is a great time to network and someone needs to be there.

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- e. **League of Women Voters** invited Elaine to give a presentation about TRT and TRCC. In the presentation the mission statement for the Travel Council was stated to increase visitation to have 12 months of business. Some were in favor, others were not. Some felt we have too much funding. They feel we should have less money. In the private sector you plan for 3 years in advance. This housing crisis we are facing would not happen. Lynn said stand by they are coming after your money. Elaine reported that we have already given up \$125,000 of TRCC funds. Chris feels that the TRT should cover Event Funding.
  - f. **Budget** Elaine passed out an advertising budget to the board. We are hosting 7 radio hosts to Moab from California, Oregon, Washington and Colorado. We have a couple of new publications that we will be working with this year. We are also working with photographers to update our photo library. The website is in need of an overhaul as well.
- 8. Committee Reports**
- a. **Marketing Committee** Colin reported that they were waiting on budget approval and need to get together soon before the next meeting.
  - b. **Chamber of Commerce** Jodie reported that the luncheon will be held at the Moab Brewery and the speakers is the Red Rock 4 Wheelers giving an update on the 50<sup>th</sup> year of the Jeep Safari.
  - c. **Airport** John reported that the plane is coming in by March 1<sup>st</sup>. Judd has talked to other communities that are serviced by Boutique Air and they are happy. Construction is set to begin next winter. Redtail has changed hands and is now owned by Joh Ramsey. We lost TSA but are trying to get them back.
  - d. **County Council** Lynn reported that they are working on several different topics. Zoning is going to be big, any TRT increase and housing. They keep creating committees and discussion but no action. The County Council took \$15,000 tax payer money for some undefined reason. The trail system from Montrose to Moab is coming. He commented that maybe they can give a presentation at our next meeting.
- 9. Board Member Comments** Sam thanked the board for allowing him to be chair. John is happy to see people walking around.
- 10. Future Agenda Items**
- 11. Adjourn** Sam made a motion to adjourn the meeting at 4:55pm, Sarah 2<sup>nd</sup> the motion.