

Minutes

Moab Area Travel Council Advisory Board Meeting

March 8, 2016

3:00pm

Grand County Council Chambers
125 E. Center Street

Members Present: John Knowles, Howard Trenholme, Sarah Sidwell, Jodie Hugentobler, Rachel Paxman, Colin Fryer, Rebecca Davidson

Members Absent: Sam Wainer, Lynn Jackson

Staff: Elaine Gizler, Callie Tranter

1. **Meeting Called to Order** at 3:04pm
2. **Approval of Minutes** Howard made a motion to approve the February Minutes, Sarah 2nd the motion.
3. **Public Q & A**
4. **Discussion and Action Items**
 - a. **Special Event Advertising Grant**
 - i. **Dead Horse Ultra, Justin Ricks** is with Madmoose Events and they have the Dead Horse Ultra scheduled for November 19th. They hold one other event in town. The event is a 1 day footrace at Gemini Bridges but they may move it to the Bar M. Expecting about 200 to 250 people mostly from Colorado. 90% of customers are from out of town and usually spend 2 nights. Packet pick up is Friday, the event is on Saturday and most people spend Saturday night also because they don't want to drive after the race. The permit for the race is for 1000 people, the trail will not hold any more than that. The average income for runners is 100 to 130K dollars and are single or couples that run. Typically not for families but runners do travel with someone, they don't like to be by themselves. Sarah calculated that it would cost \$40 per person for the \$10,000 in advertising request. Justin responded that if we invest in it now it will be sustaining. Colin commented that he welcomed that time of year.
 - ii. **Salsa Bachata Festival, Aurita Maldonado** said this will be the 2nd annual festival. Rita is requesting \$13,362 this year for advertising. She has already begun selling tickets and started with fundraising efforts. She is expecting double the participants for 2016 for a total of 462 people. She is offering for veterans to get in for free this year and reaching out to Soldiers who Salsa nonprofit. They have moved the event to the Moab Valley Inn because they are getting the ballroom and floor donated to them and it closer to

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restaurants. Rachel made a motion to table the Dead Horse Ultra and the Salsa Bachata Festival until the next meeting, Colin 2nd the motion. All in favor.

- b. **Rachel Paxman, Board Attendance**, Rachel felt that when members are away at tourism shows for their business that they should be excused from a meeting if they miss it. Rachel also said that she could join a committee. John made that recommendation. Rachel is going to join the Event Advertising Grant Committee.
- c. **International Film Festival Advertising Grant for 2016** Nathan reported that for the 2015 event the cash dollars don't include the in kind and with that the advertising is \$10,000. They 501c3 they are trying to get was denied again. They are looking at adding the University students to rate the films. It would be a great tool for them. Sarah commented that they haven't received any invoices or even a spreadsheet showing the bills. John also commented that he is having a hard time giving a 2nd half for 2015 and the funding for 2016. Jodie explained to Nathan that this is taxpayer money and we are accountable for it. Colin told Nathan that he didn't generate an ROI on hardworking tax dollars and he feels betrayed. He went out on a limb to encourage this event and they failed. Colin also encouraged him to apply in the future. Howard made a motion to deny funding for 2016 based on their inability to provide required documentation for 2015, Colin 2nd the motion. Colin also wanted it noted that they are not saying that the Film Festival is not a good idea but we've gone down this road a few times with these guys. All in favor.

5. Committee Reports

- a. **Marketing Committee** Elaine brought the committee up to date. 120k is allocated in the spring with a lull in April and May. The next set of ads will begin in June and July and then dormant again until October. The Marketing committee is interested in pushing Christmas in Moab so be thinking about that. Colin gave a template for advertising and went over the UOT campaign. UOT will spend 1 million dollars in the International Market and \$700,000 with Brand USA.
 - i. **Throttle down in town yard signs & posters, 5 x 9 cards in businesses** Colin reported that they would like to mitigate some of the disturbing noise from the ATV/UTV's in town. Mary McGann has asked for \$4500 to help with some printing. They have set up a committee through the City and Mary was charged with educating the community with posters and law signs. Kalen Jones came up with the design, Kent Green is representing the ATV/UTV industry, Dave McLain is representing the community and Marsha Marshall. The signs will be put up and taken down they won't be placed permanently. Rachel asked who would be in charge of doing that. Mary said the committee will be and they will store them at the Travel Council. Mary showed them some ideas and asked for feedback.

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meeting. Rachel mentioned that they are paving the parking lot and things are coming along.

7. Future Agenda Items

a. Next board meeting will be held on April 12, 2016

8. Adjourn Rachel made a motion to adjourn at 5:04pm, Howard 2nd the motion.