

Minutes

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

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

Members Absent: John Knowles, Sam Wainer

Staff: Elaine Gizler, Callie Tranter, Robert Riberia

1. **Meeting Called to Order** at 3:00 pm
2. **Approval of Minutes** Jodie made a motion to approve the March Minutes, Rachel 2nd the motion. All in favor.
3. **Public Q & A**
4. **Discussion and Action Items**
 - a. **Recommendation of funds for Moab Salsa Bachata Festival and the Dead Horse Ultra** Sarah Sidwell discussed the events from the Event Grant Committee. Sarah made a motion to approve the Salsa Bachata Festival for \$9000 of her amount requested based on the fact that her ROI for even the money that she asked for last year is pretty decent considering the number of people that she brought in last year. If the numbers she gave us is correct that's a \$541 ROI investment, Rachel 2nd the motion. They had some more discussion. All in favor. Sarah made a motion to add a 3rd addendum to the contract for the Salsa Bachata Festival that she has a photo of the paid promo at whichever event it happens to be at, Colin 2nd the motion. All in favor. Sarah made a motion to approve \$6000 to the Dead Horse Ultra for the amounts of \$2000 each for Ultra Running and Trail Runner, \$1500 to Irunfar and \$500 to facebook advertising, Colin 2nd the motion. All in favor.
5. **Director's Report, Elaine Gizler**
 - a. **Statistics** Arches was down 1.9% in January, Canyonlands is up 14.7% in February. Website visitation is down for January, February and March. We wondered why and last year we had a new commercial running in January that we didn't run this year. We sent half a million visitors from discovermoab to local business websites. Top 10 pages are the Arches webcam. Michele is going to work on a program called Beyond Moab, educating businesses and training sessions. TRT for 2015 was \$3,964,185 which is up 16%. California leads have more than doubled in the first 3 months.

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- b. **ITB Berlin report**, we haven't attended an international Trade show for many years. We will try to make an effort to be there so were not overshadowed by Monument Valley. We will send the contacts out to the businesses. They love Utah, love the west and our parks.
 - c. **Brand USA information** Elaine gave them a handout and explained a little bit about Brand USA. It's a private partnership. Some of the companies that founded Brand USA are big Corporations. They help to build tourism. They support DMO's in the states through travel shows to help make it affordable.
 - d. **Road to Mighty 5 commercial** showed the commercial.
 - e. **Alaska Airlines and Sunset Magazine** passed around the magazines.
 - f. **Fam Tour Recognition** we hosted 108 people with 20 Fam tours. We have several businesses that really step up to the plate to support the Travel Council. I would like to give them an award for businesses that help us. To recognize them.
 - g. **RFP for the ad agency** the RFP is in the papers.
 - h. **Webinar from Roger Brooks, Economic Impact** will be held tomorrow at 9:30 am.
6. **Committee Reports**
- a. **Chamber of Commerce** Elaine reported that the ribbon cutting for Boutique Air was on Friday. It is an 8 person passenger plane. They will have 2 flights to Salt Lake City and 2 flights to Denver daily. They will add on another flight to Salt Lake.
 - b. **Tax Advisory sub-committee** Howard reported that we need to start lobbying the Federal Government for payment in lieu of taxes from campgrounds and looking at what the 1.25% is being used for currently perhaps suggest other ways of how they can spend that money.
 - c. **County Council** Lynn reported that the County's main focus is housing. Having a bunch of workshops and they are looking at building assured housing, meaning that if a developer comes in they must build affordable housing. They are going to pull back on open space requirements. The Montrose group that gave the report on the Rimrocker Trail is working on a southern route with the BLM. Colin asked if Senator Hinkins contacted the County Council about widening North Highway 191. Rebecca has been working with UDOT on this issue. The 2014 traffic count is 3.3 million.
 - d. **City Council** Rebecca reported that once the ASAP project is through we will continue making steps to keep that going. The project compliments the region and the businesses. They conducted 180 people in the community that told us what types of businesses the community wants to attract. In May we will have a conclusion of the study and that's when we need to take action and make a plan.
7. **Board Member Comments**
8. **Future Agenda Items**
- a. **Next board meeting will be held on May 10th**
 - b. **Guest Speaker Kelsey Berg from Congressman Chaffetz office**

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- 9. Adjourn** Sarah made a motion to adjourn the meeting at 4:15 pm, Rachel 2nd