

Minutes
Moab Area Travel Council
Advisory Board Meeting
February 16, 2006
Grand County Council Chambers

Members Present: Robbie Levin, Bob Jones, Tony Lema Sr., Rachel Paxman, Colin Fryer, Mike Smith, Steve Wang, Scott McFarland, John Knowles

Members Absent: Jim Lewis

Staff: Marian DeLay, Tina Lopez

Guests: None

Meeting Called to Order: 5:34 pm

Approval of Minutes: Bob made a motion to approve the January Minutes, John 2nd the motion. Robbie asked for discussion. Mike Smith commented on his participation with the Moab Folk Festival and gave it a favorable recommendation. There was no further discussion and no objections. Motion carried unanimously.

Chairman's Report: Robbie reported that due to an extremely busy schedule, he had been unable to schedule a PR Meeting, but will do so this month.

Director's Report: TRT Report: 2005 end of the year figure was \$994,548.11 with 4 quarterly properties outstanding for 4th quarter and 1 quarterly property outstanding for both the 3rd quarter & 4th quarter. Marian reported this is a 13% increase over 2004. Bob asked what our goal was and whether the outstanding amounts could bring this up to that goal. Marian stated the goal was 15% and since the outstanding properties were smaller quarterly properties, did not think it would bring it up that far. The goal for 2006 remains at 15%.

TRT Council Approval – Marian explained the changes being proposed to the policies and procedures for collection of TRT. She explained the current process and how it was very long and costly and that the new changes would empower Callie to do the collections. The changes proposed to the council were to set up penalty guidelines. The suggestion to collect all TRT on a monthly basis was disregarded. In talking with County Administrator Nancy Woodside, it was suggested that making a delinquent property report monthly be part of the penalty. Properties paying regularly on time would not be affected, but that properties that are not paying on time will be required to report monthly.

Penalties have already been approved so the only change that will be presented to the council on Tuesday is, "If quarterly payments are not made timely, the timing for payment may be accelerated to a monthly payment schedule." There was a discussion on

the need for more detail, on how many times they can be late. Robbie suggested that it state after 3 times, you will be moved to monthly reporting. Marian said she would make that suggestion, but that there is statutory language that will need to be used. Discussion continued on whether or not they felt the changes would help stop the problem and the extent of the penalties. Steve asked that the Lodging Association be kept informed of the changes as a courtesy. Bob asked about those properties not collecting TRT. Marian explained how these properties were discovered and that the County Council said it is not the Travel Council's job to police. She said that the Travel Council will contact a business and explain to them that they must have a business license and collect TRT and then turn it over to the county. Marian said she would do a news release to educate people on the legalities of overnight rentals.

HB 371: Marian reported that this bill, would give counties the option of increasing their TRT by 1.25%, with 1/3 going to brick and mortar and the rest for promotion. Colin stated that the status changes daily, but that the bill was getting more support than it originally did. A lengthy discussion followed which resulted in a general consensus that the additional tax would be detrimental and if it passed, Grand County should not implement the tax. Marian informed the board that Nancy Woodside wants to implement the tax to fund a convention center. Colin stated that the board needed to voice strong opposition to the County Council.

Trade Shows: Marian reported that during the past 4 weeks she had attended several trade shows. She said the Washington D.C. Luxury Travel Show was hampered by bad weather on Saturday afternoon and Sunday, but that Saturday morning was very good. The Los Angeles show, which is put on by the same group, was an excellent show. The San Francisco show was the worst show she ever attended with far less in attendance than expected and has been cancelled for next year. The Go-West Summit was very well attended and appointments went well. Marian believes that Moab will get good response from this show, as the pre-fam tour had people really talking about Moab.

Fams: Marian stated that the pre and post fam tours for Go-west went very well and they were especially impressed with the fact that the Rangers accompanied them on their tour of Arches and Canyonlands. Bob stated that anytime we can do the pre-show fams we should do it and make it special so they are talking about Moab. Marian stated that Callie would be doing a survey on the post-fam tour. Steve asked about pre-fams for NTA and Marian stated there will be 2-pre and 2 post fam tours. Marian reported that the recent media fam tour was beginning to yield results with things showing up on the web. She stated the 2 books would be printed in March and May.

Visitation: For 2005 Arches visitation is up 6.6 % this year and Canyonlands was up 5.8% and Zions was down 3.4%. For January, Arches up 29.8%, Canyonlands up 16.3% and Zions up only 14%.

Events Guidelines: Bob asked that the guidelines be emailed to board members again. He stated that he would like to see a standardized form that leaves room for flexibility for final report. Marian states that there already is a report form and feels it is a matter of the

Travel Council enforces the use of the form. Marian will email guidelines and address the comments at the next meeting.

Marian stated there were two requests for funding and questioned whether the board wanted to schedule a special meeting to hear these requests or just at the March meeting? It was decided to have them present their requests at the March Meeting and that any other requests that come in will also be added.

Schedule of the meetings: After a brief discussion, it was decided that moving the meetings to the 3rd Thursday of each month, rather than the 4th Thursday. Steve moved to hold the Travel Council Meetings on the 3rd Thursday of each month at 5:30 p.m. Bob 2nd the motion and it passed unanimously.

Bylaws: Need to be changed to include “changed meetings do not count against attendance.” Bob moved to approve the change to the bylaws, Scott 2nd the motion and it passed unanimously.

MIC extended bathroom hours: Marian presented the results of a survey done to determine how many people used the restrooms that extra hour in 2003 and that at that time determined it was not needed. After a brief discussion, the general consensus was that the need was genuine and wanted to go ahead with the project. Marian reported that it would cost \$14.00 an hour to keep the bathrooms open that extra hour which is about \$3,000. After more discussion it was decided that since \$10,000 had been budgeted, that signs should be posted in businesses, possibly on light poles, letting people know the bathrooms were available until 10pm. Marian will do some research on signs to present at the next meeting.

Marketing committee Report: Colin passed out some ideas the committee had come up with and asked for comments. He stated they came up with two main ideas. The first is that we consolidate the brand image for billboards and all printed materials. And second that we adopt a slogan to signify Moab as a year round destination. He stated the general consensus for the logo was the Delicate Arch. After considerable discussion, it was decided that the National Parks should always be included, that there needs to be one logo, one by-line, one font for all materials. Also the need for a good photograph was determined and after a lengthy discussion, the board asked Marian to put out an RFP to all local photographers to obtain a high-resolution photo with the Travel Council having exclusive rights. Bob asked the board to help refine the ideas the marketing committee has presented so that we can focus on more detail. Marian asked that she been informed of the next marketing meeting and will present the proposals from photographers.

PR firm committee report – no meeting held yet, Robbie will schedule one this month.

Locator board committee report – no meeting held yet, Steve will schedule and let Marian know so she can attend.

Other Business: Bob asked about the TV commercial and Marian stated that it had already started and that the response had been great. Bob asked that the response to the commercial be added to the stats report.

Rachel inquired as to how we chose the trade shows and should it be addressed by the Marketing Committee? Marian explained how the shows are chosen and yes, it should be part of the marketing plan. A short discussion on upcoming shows followed.

Adjourn: Tony made a motion to adjourn the meeting, John 2nd the motion.

Motions:

- Minutes: Bob made a motion to approve the January Minutes, John 2nd the motion. No objections, No discussion.
- Meeting Schedule: Steve moved to hold the Travel Council Meetings on the 3rd Thursday of each month at 5:30 p.m. Bob 2nd the motion and it passed unanimously.
- Bylaw Change: Bob moved to approve the change to the bylaws, Scott 2nd the motion and it passed unanimously.
- Adjourn: Tony made a motion to adjourn the meeting, John 2nd the motion