

Minutes
Moab Area Travel Council
Advisory Board Meeting
September 21, 2006
5:30 pm
Grand County Council Chambers

Members Present: Jim Lewis, Steve Wang, Robbie Levin, John Knowles, Tony Lema Sr., Bob Jones, Rachel Paxman, Colin Fryer, Scott McFarland at 6pm

Members Absent: Mike Smith

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order:** 5:33 pm
2. **Approval of Minutes:** Rachel made a motion to approve the August 17th minutes, Colin 2nd the motion. No objection or discussion.
3. **Public Q & A:** none
4. **Discussion:**
 - a. **Approval of Grant Application Requirements:** Steve asked if we were going to supply a sample budget for applicants to look over to get an idea of what the board was looking for? Robbie suggested that we include a budget form with the application and for them to fill in the blanks. Everyone agreed. Marian will create one; send it out to Board members for comments and a finalized version will be included in the application.
 - b. **Discussion on a meeting date for Grant Applications:** Robbie suggested that we listen to presentations and score in one day, giving the applicants 5 minutes for presentation and 5 minutes for the board to ask questions, no more than 15 minutes per application. It was also suggested that the applicants be set up on a scheduled time to meet with the board. Discussion came up about changing a couple of item's on the score card to read question #1 eliminate 4 points, question #2 eliminate 4 points and question #6 Recommended percentage of request-score 5=100%, 4=80%, 3=60%, 2=40%, 1=20%. The board decided to hold the grant application meeting for our November 16th meeting to begin at 1pm. We will set up a screen and computer to project everything for all to see.
 - c. **2007 Budget:** There were two budgets presented to the board one was approved by the marketing committee but Marian had to change that budget because the UOT Grant funding that the Travel Council applied for was not approved. Colin wanted to discuss what happened at the Co-op marketing meeting and explain why Moab didn't get funding. He stated that the committee told him that the application and presentation was

poorly done. There were around 60 applications and 7 were not awarded funding. 85% of the money awarded was accumulated north of Provo. Colin stated that he is fighting hard to get at least \$100,000 to \$150,000. Marian was told by a few of the co-op acommittee members that we did not show a return on investment and that's why Moab was not granted funding. Marian submitted three other applications with other area's of Utah and received full funding on them. There is \$500,000 left in UOT funding and if they decide to open it up again Moab will apply again. Marian spoke with Hans Fuegi who is the Chair of the committee and Hans told her that you can not be a major player without numbers to back the information up. Marian will contact Dave Williams and ask him to mail a copy of two or three of the top applications that received funding. This way we can look at what was done right. Rachel made a motion to approve the budget dated 9-21-06 until we hear if UOT changed there mind about giving us funding, Bob 2nd the motion. Marian also stated that Joette and Jerry have said that we should add Film Commission back into the budget. We also need to have a meeting regarding the TRCC budget. Colin will set up a marketing meeting to define the advertising breakdown.

- d. **Funding of Hwy 128 Corridor Management Plan:** Marian also noted that the budget 9-21-06 also included an additional \$15,000 to add to the already committed grant funds to hire a consultant to write a corridor management plan for the three scenic byways we have. We have to have these done so that we can apply for All American status for Highways 279, 313 and 128. If we receive this status it will open us up for more than \$50,000 worth of grants for corridor management plan implementation. Jim asked if we have included the trails committee? No, whom do we need to contact? Jim or Dave Olsen.

5. **Chairman's Report:** none

6. **Director's Report:**

- a. **TRT report:** up 11% through the 2nd quarter with 1 outstanding property
- b. **Co-op funding through UOT:** this was discussed under the budget.
- c. **Kelty Fam Tour:** this is a backcountry fam tour with 5 participants on 10-3-06, Marian will be unavailable at this time to host them for a orientation on the backcountry and asked if anyone would be interested in taking her place. Bob stated that either he or Michelle would be able to do so. Marian's office will make the arrangements and contact Bob with the information.

7. **Committee Reports:**

- a. **Marketing Report, Colin Fryer:** Colin will set up a meeting with the committee and let Marian know. Bob told Colin that he has a full agenda the first week of October so he would be available around the 10th.
- b. **PR Firm Report, Robbie Levin:** waiting until November to set up meeting.
- c. **Locator Board Report, Steve Wang:** Steve presented the board with bids and designs from two local companies. Desert Iron gave us a bid of \$3673 per unit and Jim Aleff gave us a bid of \$600 per unit. We have a budget

of \$20,000 and would like 6 locator boards. The next step after getting approval from the board is to go to the City to see if they can help. Right now the bids do not include lighting but can be solar lit if we would like. Tony made a motion to approve the design and bid from Desert Iron, John 2nd the motion. Steve commented that he didn't have a preference of one design over the other but that the design submitted by Desert Iron matches the City's lamp posts. These bids also don't include installation but perhaps the City can install them. Bob suggested that we negotiate the price with Desert Iron. Marian reminded the board that anything over \$10,000 has to go to bid. Steve will set up a time to meet with the City to show them the design submitted by Desert Iron and seek their approval before moving on.

- 8. Other:** Rachel wanted to report that the Redrock Elementary is involved in a program with Staples to return ink cartridges and the school will get money for participation.
- 9. Future Agenda Item's:** Jim Lindheim to give a report on Star Hall.
- 10. Adjourn:** Bob made a motion to adjourn the meeting at 7:43pm, Colin 2nd the motion.