

Minutes
Moab Area Travel Council
Advisory Board Meeting
October 19, 2006
5:30 pm
Grand County Council Chambers

Members Present: Robbie Levin, Rachel Paxman, Steve Wang, Jim Lewis, Scott McFarland, John Knowles, Mike Smith, Colin Fryer, Bob Jones

Members Absent: Tony Lema Sr.

Staff: Marian DeLay, Callie Tranter

Guests: Jim Lindheim

1. **Meeting Called to Order:** 5:35 pm
2. **Approval of Minutes:** John made a motion to approve the September 21st minutes, Rachel 2nd the motion. No objection, no discussion.
3. **Public Q & A:** none
4. **Presentation:** Jim Lindheim reported on the current status of activity at Star Hall and the theory that at one time it was a major asset to the community. The Star Hall committee is working very hard to make changes that will make it that asset again. So far with CIB grant money they have collected up to \$670,000. If it's fixed up it has the potential to improve existing events and bring other events to town. They are in the process of finding a contractor for work to begin this winter, some item's needing to be replaced are the seats, remodel backstage and sound system. They plan on putting names on the seats so that people will get recognition for contributing to the Star Hall renovation project. Star Hall currently seats 350 people, after the remodel is done it will seat a little less because they will add handicap seating. Bob asked why we're always putting money into brick and mortar but not advertising the buildings. Everyone agrees that the Star Hall is an important facility but the plays can be promoted a lot more. Jim Lindheim stated that if the building isn't fixed up you can't promote it, but once that's done he hopes it does get promoted to get more people in the building. Robbie commented that it is a huge asset to the community if it's fixed up, more seating would be good but nothing can be done because of limited space. Most people work off of a door charge and you can only charge so much for this type of community. Colin commented that all the buildings have merit but we're trying to get back to basics of what the tax is for.
5. **Final Report-Moab Iron Horse Rally:** Tim distributed brochures and posters around the state. The weather was not very cooperative with his event but he did have 134 participants that came from more than 100 miles away. The second half of funding is \$2412.50. Bob made a motion to approve the final grant funding, John 2nd the motion. No objections, no discussion.

6. **TRCC Budget:** Colin, Tony, Bob, Rachel, and Steve met on 10-13-06 to discuss and approve the budget and it was turned into the Clerk's office on 10-16-06 with a letter explaining some changes that had been made to the budget. Jim stated that he would still like to see the \$11,250 in the budget for Star Hall. You have to have something to promote, TRCC is a way to use these funds for promotion but also for infrastructure. Jim will explain to the council about the changes made to the TRCC budget and would like the minutes from that budget meeting.
7. **Chairman's Report:** nothing
8. **Director's Report:** We have 3 board positions up this year; John, Scott, and Mike. Letters of interest are due by 10-25-06. The new Administrator may have a new process for applying to the board but for the most part it will be the same.
 - a. **Event Grants:** We received 10 applications for grant funding with 2 other events that will probably come to the board requesting funding at a later date. Tim Stewart with a Moab Triathlon and Jeremy Hoggard with Rumble in the Redrocks. On November 16th we can start our meeting at 2 pm for presentations and then begin our evening meeting as scheduled. Some of the applicants are concerned about confidentiality regarding their detailed budget so Marian asked Franny about it and she will get us a letter stating that it's confidential material.
 - b. **Restroom Signs:** The MIC has asked us if we could purchase some neon signs that say restrooms to be placed in the windows. The board has no problem with that.
9. **Committee Reports:**
 - a. **Marketing Report:** They haven't held a meeting yet but Colin will get everyone together soon. He did report on a UOT commercial being filmed to be aired next spring. It's part of the 4 million dollar budget for Los Angeles, Las Vegas and Denver. Moab will be heavily spotlighted in the commercial. Steve asked if we could get a copy to view in the office. Colin said that they would share footage with us. Steve also asked if they have broadcast times. Colin said that they haven't purchased time yet but they will.
 - b. **PR Firm:** Robbie will call and set one up.
 - c. **Locator Board:** Nothing new to report.
10. **Other:** none
11. **Future Agenda Item's:** none
12. **Adjourn:** Rachel made a motion to adjourn the meeting at 6:45 pm, Steve 2nd the motion.