

Minutes
Moab Area Travel Council
Advisory Board Meeting
November 16, 2006
5:30 pm
Grand County Council Chambers

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

Members Absent: Robbie Levin, Steve Wang

Staff: Marian DeLay, Callie Tranter

Guests: none at the meeting

1. **Meeting Called to Order:** 5:33 pm
2. **Approval of Minutes:** Tony made a motion to approve the October 19th minutes, John 2nd the motion. No objections, no discussion.
3. **Public Q & A:** none
4. **Event Grant Recommendation and Approval:**
 - a. **Winter Sun Festival:** recommendation of \$2000
 - b. **Adventure Xstream Adventure Race:** recommendation of \$2500
 - c. **Moab Iron Horse Rally:** recommendation of \$4500
 - d. **Moab Photo Symposium:** recommendation of \$2300
 - e. **Moab Folk Festival:** recommendation of \$8000
 - f. **Moab Western Stars:** recommendation of \$6500
 - g. **Canyonlands Rodeo:** recommendation of \$1500
 - h. **Moab Music Festival:** recommendation of \$7500
 - i. **Moab Pumpkin Chuckin' Festival:** recommendation of \$5000
 - j. **Moab Artist Studio Tour:** recommendation of \$3000

It was recommended by the board that the remaining funds be used for any co-op advertising that may come up with events. Rachel made a motion to approve the grant recommendations, Tony 2nd the motion. No objections, no discussion.
5. **Director's Report:** Marian reported that TRT is up 9% for the end of third quarter with one outstanding property.
 - a. **NTA:** Marian had 51 scheduled appointments with tour operators as well as having the opportunity to sit in on other meetings. Moab had good representation at NTA. We've already set something up with AAA Sojourns to vacation as well as help in clean up efforts. Encore Marketing works with businesses on discounts in lieu of ads to be placed on their website. Moab hosted 2 pre and 2 post fam tours in relation to NTA and Western Leisure has already booked fam tours from it. The leads have

already been mailed out to the businesses and Marian is almost finished with the follow up to her appointments.

- b. **2 projects:** the Travel Council and Adventure Land are working on a student card to be included in the history packets for 4th grade students doing reports that we send out. The student card will ask the students to identify the three pictures on it and then they have to get it stamped by the MIC to receive a discount or free play time pass from Adventure Land. The second project is our direct mail postcard that we will send to areas prior to going to our Travel Shows asking them to come to the show to enter to win a GPS.

6. Committee Reports:

- a. **Marketing Report:** Colin stated that he nothing to report, they haven't met at this time but he will get a meeting together.

- i. **TRCC Budget:** Bob wanted an update on the budget and what the County Council had to say about the recommendations. Marian commented that she did provide the budget with a letter and she met with the council to defend the board's recommendation. Jim stated that it's not final but some line items were going to be changed due to prior commitments.

- b. **PR Firm Report:** nothing to report.

- c. **Locator Board Report:** nothing to report. Bob suggested that Steve call Cindy about getting restroom signs.

- 7. **Other:** Jim went to a Trails Mix meeting and reported that the Forest Service applied for and received grant funding to purchase grooming equipment for grooming the trails in the La Sal mountains. They will have a meeting Nov. 27th for anyone interested in volunteering to groom the trails, eventually they would like to hire a part time person to do this and could come to the Travel Council for some funding to make this possible. Bob asked the Forest Service if they would put out a press release and they're response was no. Bob commented that winter visitors are golden and that it only takes 80 people to make an impact in the winter months. Scott asked if the off-road vehicle fees were supposed to go to this type of thing. Jim said that those fees were state fees and not federal but it was something that he'll ask them to look in to. Scott commented that cross-country skiing and snowmobiling are fantastic and could create a big crowd to Moab; we should get behind this and promote it.

- 8. **Future Agenda Item's:** nothing

- 9. **Adjourn:** Tony made a motion to adjourn the meeting at 6:17 pm, Rachel 2nd the motion. No objections, no discussion.