

Minutes
Moab Area Travel Council
Advisory Board Meeting
December 11, 2006
5:30 pm
Grand County Council Chambers

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

Members Absent: Steve Wang, Jim Lewis, Scott McFarland

Staff: Marian, DeLay, Callie Tranter

Guests: Sara Melnicoff

1. Meeting Called to Order: 5:30 pm

2. Approval of Minutes: Bob made a motion to approve the November 16th minutes, Mike 2nd the motion. No objections, no discussion.

3. Public Q & A: Sara Melnicoff had an idea of visitors giving back to the community while they're here on vacation. They asked people from the Jeep Safari if they wanted to help clean up Potato Salad Hill and they loved it. We can make a tag line of "Moab it's your hometown too" everyone loves hometowns. If people just have one hour out of their vacation that would help a lot. Is this something that you would promote? Bob commented that Tag A Long started about 4 weeks ago to offer this type of thing 1 day before or after the trip. There's a lot of interest for this project. Rachel wondered if at the mandatory meeting for event applicants if they would be interested in doing something like this. Tony asked if the Parks Service did something along these lines? Mike said yes but they don't have the staff, he also stated that he's been doing these types of trips for 12 years. Marian told Sara that if she can get together a list of programs we can put it on our website. Marian asked if she's looking for us to commit to helping in some way and collaborate with her? Sara stated yes, we have a projects page on our website moab-solutions.org.

4. Discussion:

- a. Meeting Schedule:** Bob likes the 4th Thursday of the month and also stated that Friday and Monday are awful. Robbie doesn't like Monday. Colin said he liked Tuesday. Robbie suggested that we do the 4th Thursday with the following exceptions, January 18, 2007, November 15, 2007 and December 13, 2007. Everyone was in agreement.
- b. Board Recommendation:** John reapplied and Rachel applied as a Travel Council seat, she currently sits on the board as a Chamber liaison. The Chamber of Commerce will appoint someone to fill that seat and we will open it up to the public for the 3rd seat. Colin made a motion to reappoint John and Rachel to the Board, Bob

2nd the motion. Marian asked if the board knew anyone that was interested, to please let them know that we have a seat open. Marian will also look through the past applicants and call them to see if they're still interested.

5. Chairman's Report: none

6. Marketing Report: Colin asked that we move the Marketing Report up because Colin had to leave to go to Salt Lake. The Marketing Committee has met a couple of times to come up with a Marketing Plan, that consists of print ads, direct mail, internet, billboards and travel shows. A piece of the print advertising is a Madden Insert that the Utah Office of Tourism will be working with as well that will be inserted in Los Angeles Times, Orange County Register, Vegas Review Denver Post, San Jose Mercury and San Francisco Chronicle that has a circulation of 1.2 million. We have tentatively reserved a spot in the middle. If we can get some additional pages for the Travel Council then we could put it out to local businesses for co-op advertising. This program is highly recommended from other states. If it works well in the spring the plan is to do it again in the fall. Outside Magazine presented Marian with an efficient program. Marian has applied for Special Opportunities funding through UOT, Thursday is the presentation, which she will be attending. The Outside Magazine ads will consist of 6, 1-page full color ads, which amounts to \$270,000 (3-back page ads, 2-ozone page ads and 1 inside back cover.). The March issue will do a story on the active adventure traveler, trips of a lifetime issue, April is the green issue (Moab is the first green community), Moab will be included in a sweepstakes that they will email out to 50,000 active travelers. This is 30 years for Outside Magazine. Bob made a motion to approve the Marketing Plan, John 2nd the motion. No objections, no discussion. Bob excused himself at 6:24 pm.

7. Directors Report:

- a. **TRT Report:** up 9% for the 3rd quarter with one outstanding property. We found a website vrbo.com that is filled with businesses that are not collecting TRT, so Callie has been working on letting them know that they need to collect taxes for their properties and trying to get set up with TRT. Most people are not aware they need to pay. We also did an Audit on 4 properties this year and the outcome was that 1 property was not reporting correctly which Callie has taken care of. Colin excused himself at 6:27 pm.
- b. **Trade Show Report:** NTA had a great follow up. KBCO asked ISE for a booth in replace of a trip package and they said yes. We will ask for props to fill the booth space, which is 20 x 20; we normally reserve a 10 x 10 booth space.
- c. **Fam Tour:** For 2006 we hosted 21 writers, 2 associations, 2 airlines, 2 television stations, 47 international tour operators, 78 domestic tour operators. We followed the grid in alphabetical order to give businesses the opportunity to participate.
- d. **Scenic Byway Report:** Marian will schedule a meeting in January. The committee created to work on an RFP for the corridor management plan finally has it done and can present it to the rest of the Byway Committee for approval. When they begin to market the public awareness they will put together a package.
- e. **Xstream and Rumble Final Report:** they have done everything that they said they would do and the contract has been fulfilled so we will issue their final request for payment.

- f. Hwy 128 reconstruction:** On Dec 12th they will hold a public hearing at the Grand Center from 5- 7 pm. The proposal is for a 4 lane with a shoulder lane, they will be taking public comments until January 2nd.
- g. Adventure Travel Media Source:** We've asked to invite press to come to Moab on a Press Fam Tour to be held March 27-29 2007. They will send out the invitation once now and again in January.
- h. Travel Council Board Seat:** We need to have someone stay on until we fill the seat. Mike said that if he is around that he would come to the meetings until it's filled. Marian will also ask Scott if he's interested.
- i. Sunparks:** we are a part of Sunparks and they sent Marian Eason to WTM to represent the Utah National Parks and the editor for TravelWeekly Magazine brought to her attention that Sorrel River Ranch is one of the leading resorts named in the magazine.

8. Committee Reports:

- a. Marketing Report:** see above
- b. PR Firm:** none
- c. Locator Board:** none

9. Other: none

10. Future Agenda Item's: none

11. Adjourn: John made a motion to adjourn the meeting at 6:44 pm, Mike 2nd the motion.