

**Minutes**  
**Moab Area Travel Council**  
**Advisory Board Meeting**  
**August 24, 2007**  
**5:30 pm**  
**Grand County Council Chambers**

**Members Present:** Steve Wang, Arlo Tejada, Tony Lema Sr., John Knowles, Jim Lewis, Jason Taylor, Rachel Paxman, Colin Fryer, Bob Jones

**Members Absent:** Robbie Levin

**Staff:** Marian DeLay, Tina Snyder

**Guests:** none

1. **Meeting Called to Order:** 5:29 pm
2. **Approval of Minutes:** Jason made a motion to approve the July minutes, Colin 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Chairman's Report:** none
5. **Director's Report:**
  - a. **TRT Report:** 1st half of 2007 up 17% both monthly & quarterly.
  - b. **Visitation Report:** Arches up 2.7%, one of only two parks (other Capitol Reef) whose visitation is up. Web hits are up 14% with 50,893 click through to businesses. Print up 62% due to advertising opportunities with Outside and Madden. Increase in TRT is due in a minimal part to increased lodging rates, but largely a result of Summer "cool off" ad campaign. The disparity between Arches visitation and TRT could be due to return visitors who are not visiting the Park again.
  - c. **New Brochure:** Marian reported that 75,000 brochures were printed and that YTD 89,000 brochures have been mailed. She added that people up state were very impressed with the new format.
  - d. **TOOL Report:** Marian informed the board that the TOOL (Tour Operator On Line) Report was available in the office for review. It gives the Tour Companies Name, Address, where they are going, etc. It can be ordered online also for \$149.99.
  - e. **Locator Boards:** Marian announced that she had prepared an Interagency Agreement, which was approved by both the City and the County for five 3-sided boards and two 2-sided boards. Once the contract is signed (8/24/07) with Tom Stengel for the artwork it will be 90 days to his completion.
  - f. **Fam Tours:** Marian reported the following Fam Tours are currently in the works:

1. Denoir Tours – a Canadian company developing a new tour. They spent two nights and had 5 Site inspections, toured the national parks and decided that their tour will spend 2 nights in Moab and only one in Page, rather than the reverse.
  2. Ride Guide – September 5<sup>th</sup> & 6<sup>th</sup>. A Canadian television company working with the Utah Sports Commission. They will feature two of Moab’s famous Mountain Biking Trails with one of the local guides. We will be securing lodging only as they have arranged the bike tours and permits.
  3. United Kingdom Product Managers – Coming in October and we will be setting up motel rooms and activities.
  4. Benalux Four Corners. Tour operators from the Benalux countries and will be set up with Grand Circle members.
  5. Utah Motorcycle Tour – Writer who writes for magazines in Germany is doing a motorcycle tour of the West and is asking for assistance. Marian stated she hoped to get the Governor involved in this FAM as he loves to ride.
- g. Delta Airlines:** Marian reported that Delta Airlines just announced a non-stop flight from SLC to Paris beginning in June 2008. She said the County, State and Airline companies would heavily market the flight.
- h. ESTO:** Marian reported on her recent trip to the ESTO conference in Phoenix. She attended seminars on internet, radio and TV advertising where they discussed what works, doesn’t work and why. She stated she will be preparing a report to submit to UOT who funded the registration and it would be available for review in her office.
- i. COOP Funding:** Marian announced that Moab had received over \$300,000 in UOT COOP funding. \$237,000 to MATC, \$17,743 to Castle Country and \$39,266 to Sunparks, (both of which we partnered with) \$15,000 to the Folk Festival and \$3,750 to the Arts Council.

#### **6. Discussion and Action Item’s:**

- j. Marketing Plan:** Steve reported that Marian had met with Bob & Rachel and had come up with the preliminary 2008 marketing budget to submit to the County Council.
- k. TRT Budget:** Marian presented the proposed 2008 budget to the board line by line. She explained that this year we had a 17% increase and therefore 2007 revenue will be higher than budgeted and that 2008 was projected at a 15% increase. Brief discussions were held on each line item with Marian answering questions concerning Scenic Byways and Sunpark Funding. Jim Lewis informed the board of the County Council’s plan to discuss to increase the TRT by 1.25% and possibly use the funds for the Airport, Film Commission, and Economic Development. He said the discussion would be at the Council’s budget hearing in September. Steve asked if at the budget hearing, if the County would be stating exactly how the monies would be used and Jim replied that they would. After a lengthy discussion, Steve suggested that a committee be formed to discuss

and research the increase proposal and write a letter to the county stating the Travel Council's concerns so it would be on record. Steve, Colin, Tony and Jason agreed to be on this committee. Marian stated that she would find out the date for the budget hearing and inform board members of the date.

- 1. TRCC Budget:** Marian presented the proposed 2008 TRCC budget to the board for approval line by line, explaining that she applied the same 15% increase as the TRT income. Line items discussed were as follows:

**Star Hall** - Marian asked Jim if the TRCC budget still needed to budget 11,500 for capital improvements. He stated that the Council did not anticipate any capital improvements for 2008 and probably just needed to budget for utilities and maintenance. The board asked Marian to move the \$11,500.

**Lions Park Restrooms** - Bob Jones suggested that they not fund the \$3,000 for the cleaning of restrooms at Lions Park, stating that UDOT would be using the park for their construction staging area and should absorb this cost. The board agreed this \$3,000 should be moved to Marketing.

**OSTA** – Marian suggested to Jim that a portion of that monies be used for advertising the Arena. Jim then suggested that a second line item for OSTA advertising be put in the TRCC Budget, but Marian said the Council should have OSTA budget earmark a portion of the funding for advertising. Jim said he would suggest this to the Council.

**Trail Development** – Marian stated that the \$10,000 given to the Trail Development annually was for the pedestrian bridge and since they now had secured all their funding, did appropriate any funds for 2008. Jim remarked that there were on-going trail development projects that needed funding. After a lengthy discussion followed regarding the apparent duplication of the bike/pedestrian path, but no changes were made to the budget.

## **7. Committee Reports:**

- a. Marketing Report:** Colin stated that the committee needed to meet as soon as they could after the Labor Day holiday. He asked Marian to schedule the meeting.
- b. Locator Board Report:** Included in Director's Report

## **8. Motions:**

- a. TRT Budget:** Rachel moved to have Marian move the \$11,250.00 appropriated to Star Hall for Capital Improvements to Marketing. Tony 2<sup>nd</sup> the motion and it passed unanimously.
- b. TRT Budget:** Rachel moved to approve the 2008 TRT Budget with all the discussed changes. John 2<sup>nd</sup> the motion and it passed unanimously
- c. TRCC Budget:** John moved to approve the 2008 TRCC Budget with all the discussed changes. Tony 2<sup>nd</sup> the motion and it passed unanimously.

- 9. Other:** After a lengthy discussion on the airport regarding the problems with essential air service, and how to attract airlines that would benefit tourism, Bob suggested that we put it on the Agenda for the October meeting.

**10. Future Agenda Item's:** Attracting airlines discussion.

**11. Adourn:** Rachel made a motion to adjourn the meeting at 7:20 pm, Colin 2<sup>nd</sup> the motion.