

Minutes
Moab Area Travel Council
Advisory Board Meeting
February 21, 2008
5:30 pm
Grand County Council Chambers

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

Members Absent: Jason Taylor

Staff: Marian DeLay, Callie Tranter

Guests: none

1. **Meeting Called to Order:** 5:30 pm
2. **Approval of Minutes:** Bob made a motion to approve the January 10 minutes, Arlo 2nd the motion
3. **Public Q & A:** none
4. **Discussion and Action Item's**
 - a. **Meeting Schedule:** The board made a unanimous decision to change the schedule of the board meetings to the 3rd Thursday of the month with the exception of May which will be the 2nd Thursday.
 - b. **Assignment of Committees:** Bob relinquished his seat on the Marketing committee and Arlo took his seat. The other committee's will remain the same.
 - c. **Airport Board Representation:** Bob Greenberg has asked that the Travel Council have a seat on the Airport board, they meet on the 1st Monday of the month at 6 pm. Marian asked the board for any interested parties to contact her.
5. **Chairman's Report:** none
6. **Director's Report**
 - a. **TRT Report:** Total collection for 2007 is 1,274,453.54 which is an increase of 16% with 3 outstanding properties.
 - b. **Grant Marketing Meeting Report:** The mandatory marketing meeting was given 1 month advance notice and 2 event organizers did not show up, it states in the guidelines that they must be present to receive funding. Bob made a motion to penalize them 10% this year but in the future the penalty will be 50%, John 2nd the motion.
 - c. **TRT Increase Comments:** Bob Greenberg does not want to see the increase at the full 1.25% and will have a proposal ready within 60 days. He asked for the Travel Council to send out an email to make the lodging properties aware of the increase so they can prepare. The proposal will

include solid waste, Spanish Trail Arena, Search and Rescue and promotion.

- d. **Travel Show Report:** no report given
 - e. **Other:** SB218 is to repeal the restaurant tax of 1% and to add a .07% to counties. Marian is attending Tourism day on the Hill on Monday and will have a chance to speak to legislatives to voice the Travel Council opinion to not support this bill. Jim reported that the Pedestrian Bridge will be open around the 1st of April and would like the Travel Council to contact the Trail Mix committee to offer assistance with the ribbon cutting ceremony. Jim also reported he has heard from front desk staff of lodging properties that they are having a hard time explaining the different taxes to customers so he would like to see something put together that helps them to explain this.
7. **Committee Report's**
- a. **Marketing Report:** none
 - b. **Locator Board Report:** The project is almost at completion the board's have been designed and now they will finish up with the content.
 - c. **TRT Increase Report:** Bob reported that Bob Greenberg will be getting some information ready and the will try to call a meeting within a couple of weeks. Bob would like a copy of the past 6 years totals for TRT.
8. **Other:** none
9. **Future Agenda Item's:** none
10. **Adjourn:** John made a motion to adjourn the meeting at 6:43 pm, Rachel 2nd the motion.