

**Corrected Minutes  
Moab Area Travel Council  
Advisory Board Meeting  
March 20, 2008  
5:30 pm  
Grand County Council Chambers**

**Members Present:** Bob Jones, Steve Wang, Jason Taylor, Arlo Tejada, John Knowles

**Members Absent:** Jim Lewis, Colin Fryer, Tony Lema Sr., Rachel Paxman

**Staff:** Marian DeLay, Callie Tranter

**Guests:** Bob Ott at 6:28 pm

1. **Meeting Called to Order:** 5:35 pm
2. **Approval of Minutes:** Bob made a motion to approve the February 21<sup>st</sup> minutes, John 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Chairman's Report:** Robbie is no longer in the hospitality business so he has relinquished his seat on the board. We will open it up the position to the public.
5. **Director's Report:**
  - a. **TRT & Visitation Report:** TRT 2007 yearend report is up 17%, 3 properties moved to a monthly reporting status and for January 2008 we are up 26% with 2 outstanding properties. National parks are up 3.26% for 2007 and down 13.7% for January 2008.
  - b. **Travel Show Report:** The shows that we've attended have but great with the exception of New York. We will do a conversion study on the entry forms that were returned from the package giveaway. Next years show will be open to local businesses again. It was requested to add a check box to the entry form if they're interested in receiving more information on Moab.
  - c. **Western Stars final report:** The event went well and they sold out on the concert tickets. They met the criteria so we will issue final payment.
  - d. **Other:** Marian passed around the changes for the Welcome to Utah billboards and a Moab Guide that is produced for Jeep Safari.
6. **Committee Reports:**
  - a. **Marketing Report:** Marian played the new TV and Radio commercials that will be played in Denver, Salt Lake and Grand Junction.
  - b. **Locator Board Report:** they are working on a City map draft.
  - c. **TRT Increase Report:** the Lodging Association has invited Bob Greenberg to give a presentation at their April 9<sup>th</sup> meeting. Councilman Bob Greenberg gave the proposal to the County Council at their March 18<sup>th</sup> meeting. His proposal is for a .97% increase totaling \$500,000. It will be broken down to \$170,000 for OSTA and the Aquatic Center, \$175,000

for Law Enforcement, \$75,000 for Solid Waste, \$30,000 for Law Enforcement for the attorney's office and \$50,000 for Tourism promotion. This will allow mineral lease and general fund money to be freed up for other projects. The County Council members were not in agreement with the proposal and asked Bob Greenberg to take it to the TRT Increase Committee for further discussion. Bob Ott from KOA came to discuss the TRT Increase, he reported that guests are down for Jeep Safari and that he's had to raise his rates due to rising costs. John reported that retail sales are slower so far this year. Bob Jones also noted that the past 5 years TRT has shown an increase of 84% without a tax increase.

7. **Other:** We need to vote on a company to print our Travel Guides. Marian provided the information for them to consider. Bob made a motion to approve Hudson Printing, Jason 2<sup>nd</sup> the motion.
8. **Future Agenda Items:**
  - a. Elect a chair
  - b. TRT Report
  - c. Will Newcomer: Will wants to give a presentation for co-op advertising on the altitude channel in Colorado, the board decided that he should come under Public Q & A and not as a presentation.
9. **Adjourn:** John made a motion to adjourn the meeting at 6:38 pm, Jason 2<sup>nd</sup> the motion.