

**Minutes**  
**Moab Area Travel Council**  
**Advisory Board Meeting**  
**May 8, 2008**  
**5:30 pm**  
**Grand County Council Chambers**

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

**Members Absent:** Bob Jones

**Staff:** Marian DeLay, Callie Tranter

**Guests:** Bob Ott,

1. **Meeting Called to Order:** 5:35pm
2. **Approval of Minutes:** John made a motion to approve the April 17<sup>th</sup> minutes, Tony 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Discussion and Action Item's**
  - a. **Election of Officer's:** John made a motion to accept Steve Wang as chair, Tony 2<sup>nd</sup> the motion. Tony made a motion to accept Bob Jones as vice chair, John 2<sup>nd</sup> the motion.
  - b. **Recommendation of new Board Member for CC approval:** There were two applicants and Brian Parkin was recommended for the open seat on the advisory board. Jason made a motion to recommend Brian Parkin for the seat to the County Council for approval, Rachel 2<sup>nd</sup> the motion.
  - c. **Event recycling as part of the funds we allocate:** Sara with Solutions is very adamant on recycling and green communities, she has asked if the Travel Council Advisory Board could make it a requirement of the Event funding to include recycling at the events. Jason made a motion to discuss recycling at the next board meeting, Arlo 2<sup>nd</sup> the motion.
5. **Director's Report:**
  - a. **TRT Report:** TRT is up 22% for the first quarter (Jeep Safari was in March this year), Arches visitation is down 3%.
  - b. **Yellowstone update:** The new Yellowstone magazine has come out with the Utah section in it. Marian passed it around for the board to see.
  - c. **Governor's Special Fundraiser:** UTIC is hosting a dinner Tuesday May 13<sup>th</sup> at 6 pm at the Hilton City Center to support the Governor at \$200 per person, Travel Council funds cannot be used for political gain. Marian thanked Colin for support.
  - d. **Film Commission Commercial request:** Tara with the Film Commission emailed Marian regarding an idea to have locals shoot a commercial and

for the Travel Council to use it for some of their TV commercials. Marian asked the board to think about and get back to her if they are interested in doing that.

**6. Committee Reports:**

- a. Marketing Report:** Colin reported that the 1<sup>st</sup> round of ads was completed this week and they will start on the 2<sup>nd</sup> round of ads to begin in July. Another 80k to 100k will be spent in the shoulder season. The co-op application for next year is coming up, the application will include similar types of advertising in the Northwest and Canada. Madden ad came out this week and we received our first set of leads totaling 860. Last years total number of leads was 18,000.
  - b. Locator Board Report:** The content is moving forward, we received a preliminary map for the boards. The goal was to have them completed by Memorial Day, however that may not happen.
  - c. TRT Increase Report:** The committee had a meeting and Bob Greenberg and Jim Lewis are going to take comments back to the County Council at the next Council meeting. Committee members feel that it should be spent on Convention Facilities.
  - d. Airport Report:** Jason reported that implanements are up and passengers are happy with the service. Steve asked if Jason could get some kind of stats on where passengers are coming from. Marian also reported that she had been working with Bob Greenberg to put a survey together, asking for passengers to fill out and then leave in the seat.
- 7. Other:** none
- 8. Future Agenda Items:** none
- 9. Adjourn:** Rachel made a motion to adjourn the meeting at 6:47 pm, Colin 2<sup>nd</sup> the motion.