

**Minutes**  
**Moab Area Travel Council**  
**Advisory Board Meeting**  
**June 19, 2008**  
**5:30 pm**  
**Grand County Council Chambers**

**Members Present:** Arlo Tejada, Brian Parkin, Tony Lema Sr., Steve Wang, Jason Taylor, Colin Fryer

**Members Absent:** John Knowles, Rachel Paxman, Bob Jones

**Staff:** Marian DeLay, Callie Tranter

**Guests:** Bill Love, Sara Melnicoff

1. **Meeting Called to Order:** 5:35pm
2. **Approval of Minutes:** Colin made a motion to approve the May minutes, Tony 2<sup>nd</sup> the motion.
3. **Public Q & A:** none
4. **Guest-Bill Love:** He gave an update on oil and gas exploration from Green River to Monticello. 300,000 acres of BLM land are coming up for lease and Bill would like the Travel Council board to ask the BLM to hold off on leasing the land. Some people think that tourism is gone and oil and gas will be the next economic revenue source. If they bring in drill rigs that will affect our tourism and visitors won't want to come.
5. **Discussion and Action Item's:**
  - a. **Co-op Application for funding:** the UOT grant applications are due for 2009 funding, this year's request will be for \$240,000 plus our match for a total of \$480,000 to market in the Pacific Northwest and Colorado which will include Washington, Oregon, Calgary and Colorado. We will do this through radio, television, print in Sundays inserts, bus backs and sides and billboards. Colin made the motion to support the Co-op application and Tony seconded the motion. It was unanimous.
  - b. **Recycling:** Sara gave a report on Car show and the recycling that happened there and asked if the Travel Council could help support permanent recycling at every venue versus putting the burden on the event organizers. Steve commented that the position of the Travel Council is to market the area and suggested that that subject go to the City and the County. Jason asked if we could change the score card and maybe add an extra point for a green event. The board decided to come up some other avenues and bring it to the next meeting.
6. **Chairman's Report:** Steve welcomed Brian Parkin to the board.
7. **Director's Report:**

- a. **Pow Wow Report:** Pow Wow was well attended by Moab and had good results, the majority of the people Marian met with did not have product in Moab currently. Marian is still working on leads and will get them out next week as well as UOT's leads.
  - b. **TRT Report:** there's a 28% increase for the 1<sup>st</sup> quarter.
  - c. **Visitation Report:** Arches visitation is up 4.9% and across the state Zion's is the only park that's down.
  - d. **Other Co-op Applications-County Partnership/SunParks:** Marian asked for support from the board to partner with Sunparks for UOT's grant funding, it will not cost any additional money than it has in past years. Our portion of the matching funds will be \$10,000 for a total of \$100,000 of advertising. Sunparks was created to be like Ski Utah because there wasn't anything to promote the National Parks. Steve commented that it was important at the time but that's changed now and the parks are getting representation. Jason made a motion to support the Sunparks application, Arlo 2<sup>nd</sup> the motion. Arlo, Colin, Brian, Jason voted for with Steve and Tony voting against. Marian asked for support from the board to partner with the eastern part of the state (Castle Country, Dinosaurland, San Juan County, Emery and Moab) for advertising in Nat. Geo. Traveler and Discover America. Our portion will cost \$4966 to be a part of this project. Colin made a motion to support the Eastern Utah co-op in the amount of \$4966.40, Tony 2<sup>nd</sup> the motion.
  - e. **Governor's Fundraiser:** Moab had a good presence at the Governor's conference. They reported that they requested 15 million for advertising funds for 2009 and received 11 million. Colin noted that the discussion regarding changes to the liquor laws were well received by the Governor.
  - f. **Festival of Cultures:** They sent in their final report and after looking it over they will not receive their 2<sup>nd</sup> half of the funding due to the fact that only \$1500 was spent in outside advertising. The event does not want this to hinder future applications because the event was a success and it was the first application they had applied for.
  - g. **July meeting:** We changed the July meeting to the 10<sup>th</sup>.
8. **Committee Report's:**
- a. **Marketing Report:** the marketing report was covered in the grant application discussion.
  - b. **Locator Board Report:** we are at the final stages of the design for the panels. Arlo suggested that we put the Travel Council logo or website on the panels.
  - c. **TRT Increase Report:** Jim reported that Bob Greenberg is waiting on some facts in a report that was put out regarding TRT, and will get back to the committee, but at this point any increase would go into effect at a later part of 2009.
  - d. **Airport Report:** Great Lakes are doing great but you will not be able to check your bags all the way through unless your destination is Denver. Delta and United have cancelled their code share direct with Great Lakes.

9. **Other:** Jim reported that Dave Nimkin will be calling Marian regarding the 100<sup>th</sup> anniversary of the National Parks, he will be interested in information regarding the effects that the National Parks have on surrounding communities.
10. **Future Agenda Items:** Recycling and writing a letter to the BLM as a group or on your own regarding the lease of BLM lands.
11. **Adjourn:** Tony made a motion to adjourn the meeting at 7:54pm, Jason 2<sup>nd</sup> the motion.