

Minutes

**Moab Area Travel Council
Advisory Board Meeting
November 19, 2009
Workshop 1:00pm
Meeting 5:30pm
Grand County Council Chambers**

Members Present: Rachel Paxman, Fiona Raison, Mark Stuenkel, John Knowles, Jason Taylor, Arlo Tejada, Colin Fryer, Bob Jones, Steve Wang, Bob Greenberg (Council Liason)

Members Absent: none

Staff: Marian DeLay, Callie Tranter

Guests: none

- A. Workshop: Event Grant Presentations:** the event grant applicants gave a brief overview with a question and answer period.
- B. Workshop Discussion:** the board members scored the events and had discussion about if funding was appropriate and how much the event should be awarded.

Evening Agenda Items:

1. **Meeting Called to order:** at 5:33pm
2. **Approval of October 15, 2009 minutes:** John made a motion to approve the October 15th minutes, Mark 2nd the motion with changes. Mark would like to see Rachel motion clarified regarding Trail Nation TV.
3. **Public Q & A:** none
4. **Discussion and Action Items:**
 - a. **Event Grant Approval:**
 - i. **Winter Sun Festival:** the board's recommendation was to award \$3000.
 - ii. **Moab Canyons Endurance Ride:** the board's recommendation was to award \$5000.
 - iii. **Moab Outerbike:** the board's recommendation was to award \$20000.
 - iv. **Moab Music Festival:** the board's recommendation was to award \$5000.
 - v. **Moab Folk Festival:** the board's recommendation was to award \$6000.
 - vi. **UTV Rally:** funding was not recommended for this event.

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- vii. **Moab Pumpkin Chuckin' Festival:** the board's recommendation was to award \$5000.
 - viii. **LAGBRAU:** funding was not recommended for this event.
 - ix. **Moab River Rendezvous:** the board's recommendation was to award \$5000.
 - x. **Moab Plein Air Festival:** the board's recommendation was to award \$1500.
 - xi. **Moab Art Walk:** the board's recommendation was to award \$1000.
 - xii. **Confluence:** the board's recommendation was to award \$5000.
 - xiii. **Moab Western Stars:** the board's recommendation was to award \$9500.
 - xiv. **Wabi Sabi Fashion Bizarre:** the board's recommendation was to award \$4000. Rachel made a motion to approve the recommended totals, Jason 2nd the motion. Colin suggested that the board look at giving another \$500 to the Western Stars. Colin made a motion to amend Rachel's motion and increase Western Stars funding from \$9500 to \$10000 and decrease Moab Outerbike by \$500, Rachel 2nd the motion, all in favor. Mark made a motion to approve the final totals, Jason 2nd the motion, all in favor.
- b. **Approval of a Company for the RFP for the Activities Planner:** we received 42 applications based on the bids specifications, the marketing committee met and narrowed it down to three companies. Marian went back and did a reference check and narrowed it down to two. Final recommendation was to hire Classic Ink as the creative. Arlo made a motion to approve Classic Ink as the design team, Colin 2nd the motion, all in favor.
 - c. **Board Recommendations to the County Council:** We had 3 applicants, 2 are existing board members. The board would like to recommend that Colin Fryer and Steve Wang be reappointed to the board. Bob Jones made a motion to approve the recommendation, Mark 2nd the motion, all in favor.
 - d. **2010 Travel Council Board Meeting Schedule:** the board was provided with a list of dates for the 2010 meeting schedule to be held on the 3rd Thursday of every month except for month's March and May which will be held on the 4th Thursday of the month. John made a motion to accept the schedule, Jason 2nd the motion, all in favor. Jason excused himself at 6:26pm.
5. **Director's Report:**
- a. **NTA report:** Marian just came back from Reno which is where NTA was held. She had 35 appointments many of them are resurrecting tours from previous years. Marian heard from one tour operator that they have pulled their tour from a lodging property and are looking for new accommodations.
 - b. **TRT and Visitation Report:** Visitation is up 7.4% in Arches and will possibly hit 1 million visitors this year. TRT is down 2% at the end of 3rd quarter with 3 outstanding properties.

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- c. **Event Grant Report:**
 - i. **Moab Music Festival:** the event did all the advertising that they said they would do so we're going to issue the final payment
 - ii. **Confluence:** the event did all the advertising that they were supposed to and we will give them their final payment.
 - iii. **Tribal Sands Belly Dance Festival 2009/2010:** this event received funding for 2009 to have their event in September and we noticed that the event was postponed to 2010. Marian will request that they give the money back.
- 6. **Committee:**
 - a. **Marketing Report:** they will be scheduling a meeting and have something for us next month.
 - b. **California Report:** no report. Rachel excused herself at 6:33pm.
 - c. **Airport Report:** the Airport board recommended Great Lakes Aviation to receive the Essential Air Service contract to the County Council.
 - d. **Chamber Report:** no report.
 - e. **Airline Report:** no report.
- 7. **Future Agenda Items:** none
- 8. **Adjourn:** John made a motion to adjourn the meeting at 6:36pm, Fiona 2nd the motion, all in favor.