

**MEMBERSHIP MEETING MINUTES  
MICROTEL INN AND SUITES, AZTEC, NEW MEXICO  
MARCH 7 2016**

The meeting was convened at 8:00 am by President Ed Spear. Present were:

Ed Spear, President	White Pine County	coyoteed@mwpower.net
Laurie Frantz, Executive Director	Grand Circle Association	info@grandcircle.org
Debbie Kovalik, Vice President	Grand Junction VCB	debbiek@gjcity.org
Jason Murray, Treasurer	Southern Utah Scenic Tours	jason@southwestadventuretours.com
Phyllis Veale, Board Member	Grand Vista Hotel	phyllis@grandvistahotel.com
Julianne Fredrick, Board Member	Strater Hotel, Durango	jfredrick@strater.com
Michelle Kien, Board Member	Forever Resorts	mkien@foreverresorts.com
Sue Finley, Board Member	Grand Canyon Red Feather Lodge	sjfinley@aol.com
Wayne Parker, Board Member	Travel2Arizona.com	wparker26@gmail.com
Dave Webb, Webmaster	Utah Webstuff	dave@utahwebstuff.com
Dana Brockway, Planner Publisher	Adventure Media	adventuremedia@cox.net
Donnita Parker	Travel2Arizona.com	donnitaparker@gmail.com
Wilann Thomas	Aztec Visitor Center	wthomas@aztecnm.gov
Jeff Lyman	Sky Ute Casino Resort	jeff.lyman@skyutecasino.org
Kelly May	Farmington CVB	kelly@farmingtonnm.org
Rock Earle	Northern Arizona Travel Host	rock@visitor.media.com
Elaine Earle	Northern Arizona Travel Host	elaine@visitor.media.com
Joyce Alexander	Crow Canyon Archaeological Center	jalexander@crowcanyon.org
Travis Garlick	Sky Ute Casino Resort	travis.garlick@skyutecasino.com
Sue Johnson-Erner	Mesa Verde National Park	sue_johnson-erner@nps.gov
Theresa Bailey	Aztec Microtel Inn and Suites	gm@aztecmicrotel.com
Barb Richter	Hampton Inn Durango	barb.richter@hilton.com
Grace Shepard	Durango Area Tourism Office	info@utahscenictours.com
Will Warner	Southern Utah Scenic Tours	info@utahscenictours.com

Members introduced themselves and reported on tourism in their areas.

The members reviewed the **membership meeting minutes** from the meeting at the Ruby's Inn, Bryce Canyon, Utah. Jason moved to accept the minutes as presented; Michelle seconded. The motion passed unanimously without discussion.

The **financial report** was presented by Ed. We finished the year \$7,000 up. We've increased revenue in almost every category. The trade show program worked well for us, and membership is up. Administration expense was also up, about 11%. Marketing expense was also up. We had \$26,450.24 in the bank at the end of the year. We have a goal to keep \$25,000 in the bank, and we achieved that for 2015. Donnita moved to approve the 2015 budget; Julianne seconded. The motion passed unanimously without discussion. Ed presented the 2016 budget. He upped the membership figures, increasing our overall income. Ed anticipates that 2016 will be a banner year, judging from the way the year started. We have \$31,000 in the bank right now. Sue moved to approve the 2016 budget; Michelle seconded. The motion was passed unanimously.

Laurie Frantz presented the **Executive Director's report**: We have 105 members. Last meeting we had 106 members. I have invoiced all members through March. Three members which expired in December (Colorado Tourism Office, Visit Phoenix, and Grand Junction DoubleTree Hotel), and two which expired in February (Adventure Hub {out of business} and Canyonlands Lodging) have not renewed. We have four new members: Montrose Office of Business and Tourism; Mild to Wild Rafting and Jeep Trail Tours, Cortez Holiday Inn Express (after a short respite), and Retro Inn Mesa Verde. Navajo Nation Parks and Recreation says their check is in the mail. I have sent membership packets to:

- \*\*Grand Canyon Trust; Flagstaff, AZ
- \*\*Chimney Rock Interpretive Association; Pagosa Springs, CO
- \*\*A & B Hotel Management Investment, Inc.; Placentia, CA
- \*\*Navajo Weavers Association of Crownpoint; Crownpoint, NM
- \*\*Bar "D" Chuckwagon; Durango CO (Referred by Julianne Fredrick)
- \*\*Navajo Nation Parks and Recreation; Window Rock, AZ (referred by Donovan Hanley)
- \*\*Synergy Media; Columbus, OH (wanted a link on the website for their 100 min long travel documentary called "Touring the Grand Circle: The Mighty 5 and More")
- \*\*Destination Hotels; North San Diego, CA
- \*\*Deep Desert Expeditions; Moab UT
- \*\*Desert Rose RV Resort; Fernley, NV
- \*\*American Aviation; Salt Lake City, UT (referred by Sue Finley + I sent them a packet in bulk mailing)

A total of 740 (278 last report) individual planners has been sent out since the last meeting (December 7th). Of these, 688 (244 last report) were sent to US addresses, and 52 (34 last report) were sent to foreign addresses. I received requests for 12 boxes (34 boxes last report) since the last meeting: The next meeting is June 5-6; Ticaboo Resort at Lake Powell, UT. Wayne moved to approve the Executive Director's report; Debbie seconded. The motion passed unanimously.

Dave Webb presented the **webmaster's report**. The website performed well last year and we expect it to perform better in 2016. There was a huge spike in hits in January, but we haven't been able to figure out what caused it. Since then, visitation has been

relatively flat compared to last year. Viewership to the site is seasonal, so we'll see a natural increase right now. The number of bounces is down, time spent on the website is up, and the number of page views is up. The goal of the GCA website is to move traffic to members, and this kind of activity will do that. Please send Dave events and news releases to post on the website. Please also put him on your newsletter email distribution lists. Debbie moved to approve the report; Phyllis seconded. The motion passed unanimously.

#### **OLD BUSINESS**

**Travel Planner update:** Dana reported that 140,000 2016 planners were printed and shipped. 130,000 were shipped from the printer, to members, 30 Canadian travel association offices, AAA offices in America, and National and State parks throughout the country. This is more than we shipped directly from the printer in 2015. We have about 10,000 copies in reserve with Dana and 15,000 copies with Laurie. Everything went smoothly. One of the most difficult things Dana faces is getting good member listings for the planner. Sometimes the listings are too long for the planner, and he edits them down. Dana urges everyone to look at their listing. Shipping will be a little less and commission will be a little larger this year.

**2016 Consumer Shows update:** Sue reported that the LA Travel and Adventure Show was good again this year. Traffic on Saturday was as good as last year, and Sunday was better. Last year someone across the aisle didn't show up, so they passed out brochures from that booth. That didn't happen this year, so they didn't pass out quite as many brochures. But it was still a great show. Next year Sue will not attend, but Grace Shepard (DATO) may.

Laurie reported that two members, Mesa Verde Country and DATO, are sharing a booth with the Grand Circle backdrop at the Vancouver Outdoor Adventure Show. They leave Thursday for Canada.

**2016 IPW update:** Laurie reported that we have two member partners, Grand Canyon Jeep Tours and Safaris and Cedar City Convention and Visitors Bureau, sharing the booth with GCA in New Orleans, June 18-23. The cost of member participation is \$3,200, excluding travel expenses and member shipment of their brochures. Debbie said IPW is good as a long-term investment, and your presence year after year builds your business over the long term.

**2015 Fam Tour update:** Laurie reported on the articles produced by the 2015 fam tour participants. Of the six, three have produced articles. One of them, Elizabeth Rose, has produced 8 articles. The other two say they have articles in the hopper and will send them to me when they're finished.

#### **NEW BUSINESS:**

**2016 Operator Fam Tour:** The committee (Sue Finley, Wayne Parker, Robin Marquis, and Jason Murray) met yesterday and proposed the dates, Wednesday October 25 through the next Wednesday, and the itinerary. The draft itinerary is:

Day 1: Depart Phoenix about 8:00am and travel through the Sonoran Desert to Sedona. Orientation by Sedona CVB. Mid-morning Pink Jeep tour into back country with picnic lunch. Mid-afternoon travel to the ghost town of Jerome with a tour of this historic town. Continue the scenic route over Mingus Mountain to Prescott. Welcome by Prescott CVB and sight inspection. Dinner and overnight.

Day 2: Breakfast: tour to Ashfork and Williams, with lunch at Grand Canyon RR Hotel and site inspection. Tour continues to Tusayan for site inspections and check in to hotels. Tour into the Canyon for sunset at the rim and dinner at: Overnight Red Feather, Best Western Squire, Grand of Holiday Inn Express.

Day 3: Jeep tour along east rim to Desert View. We pickup group at Desert View and tour to Cameron Trading post. Tour to Tuba City with stop at Experience Navajo to learn about the Navajo. Next tour to Hopi with an orientation at the Cultural Center and walking tour of Walpi by Moenkopi Legacy. Overnight: Quality Inn Tuba City site inspections and dinner:

Day 4: Morning tour to Chinle and Canyon de Chelly, site inspection at Thunderbird Hotel and Tour of the Canyon? Afternoon tour to Page, AZ for site inspections, scenic flights over Lake Powell or to top of Tower Butte. Evening overnight at Lake Powell Resorts or Quality Inn with dinner at Antelope Point or?.

Day 5: Morning site inspections in Page then tour to Kanab, UT with site inspection. Tour to Bryce National Park with orientation at rim then site inspections, dinner at Ruby's Inn, and overnight at Bryce Lodge. Activity? We would like to fly over Lake Powell or a helicopter which flies to the top of Tower Butte.

Day 6: Tour to Ponderosa Ranch with activities and site inspection. Then to Zion via the Zion Tunnel and east entrance scenic drive. Tour Zion Canyon and site inspections at members properties. Dinner at ? Overnight at Zion Canyon Lodge?

Day 7: Tour Zion National Park with hike to \_\_\_\_\_. Mid-day depart for St. George with stop for orientation. Then to Las Vegas to meet outbound flights.

A pre-fam tour will also be offered: Apache Trail Tour departing at 9:00 am and returning 4:30 pm including Superstition Mountain Museum, Goldfield Gold Mining Town, Tortilla Flat Saloon, and Dolly Steamboat on Canyon Lake.

We will not offer travel stipends to the participants. The committee all worked at NTA and GoWest to identify tour operator participants and spoke with 15 different operators. All of them were really excited. Sue will put together a save-the-date email for Laurie to send to the potential participants. Sue's goal is that, if they have a good time on this fam, they may want to attend the following year's east side fam.

**Northern Arizona Travel Host Article & Ad:** Rock and Elaine Earle are reprinting fam tour participant Karl Kaltenegger's article in the Travel Host, and they are donating a double-page ad for the Grand Circle. The publication deadline is two weeks from today.

**2016 Meetings:** The next meeting is at new member Ticaboo Resort, Lake Powell, Utah, on June 5th and 6th. September 18-19, Brian Head Resort, Brian Head, UT  
December 4-5, Red Feather Lodge, Tusayan (Grand Canyon), AZ

President Ed Spear entertained a motion to adjourn the meeting. Donnita moved, and Wayne seconded. The meeting was adjourned at 9:42 am.