

**Membership Meeting Minutes
Goulding's Lodge, Utah Meeting
March 5, 2018**

President Ed Spear convened the meeting at 8:20 am. Present were:

| | | |
|-----------------------------------|-------------------------------------|--------------------------------------|
| Ed Spear, President | White Pine County Tourism | coyoteed@mwpower.net |
| Laurie Frantz, Executive Director | Grand Circle Association | info@grandcircle.org |
| Sue Finley, Board Member | Red Feather Lodge | sjfinley@aol.com |
| Jason Murray, Treasurer | Southwest Adventure Tours | jason@southwestadventuretours.com |
| Phyllis Veale, Board Member | Grand Vista Hotel | phyllis@grandvistahotel.com |
| Michelle Kien, Board Member | Forever Resorts | mkien@foreverresorts.com |
| Julianne Fredrick, Board Member | Visit Durango | julianne@durango.org |
| Debbie Kovalik, Board Member | CEO – My Life | gjdebtravels@aol.com |
| Dave Webb, Webmaster | Utah Webstuff | dave@utahwebstuff.com |
| Marita Ross | America 4 You | marita@america4you.net |
| Malcolm Ross | America 4 You | malcolm@america4you.net |
| Janina Rosenbohm | America 4 You | info@america4you.net |
| Jesus Avila | America 4 You | info@america4you.net |
| Marlena Tuerk | America 4 You | info@america4you.net |
| Jami Murray | Southwest Adventure Tours | info@southwestadventuretours.com |
| Wilann Thomas | City of Aztec Visitors Center | wthomas@aztecmn.gov |
| Sue Johnson-Erner | Mesa Verde National Park | sue_johnson-erner@nps.gov |
| Diane Silverman | City of Kingman Tourism | dsilverman@cityofkingman.gov |
| Jessica Wallace | Clarion Inn Grand Junction | jwallace@clariongj.com |
| Tori Ossola | Strater Hotel | tossola@strater.com |
| Arden Redshirt | Antelope Canyon Tours | arden@antelopecanyon.com |
| Sally Pearce | National Scenic Byway Foundation | sjpearce@comcast.net |
| Jamie Mowbray | Arizona Exposure Marketing | jamie@arizonaexposure.com |
| Ann Steward | City of Prescott, AZ | ann.steward@prescott-az.com |
| Heidi Pankow | Ouray Chamber Resort Association | ocra.marketing@gmail.com |
| Kat Papenbrock | Ouray Chamber Resort Association | k.papenbrock@ouraycolorado.com |
| Carrie Whitley | Durango & Silverton Railroad | cwhitley@durangotrain.com |
| Pam Hanson | Canyon Country Discovery Center | pamha@cdiscovery.org |
| Tad Smith | Ballantine Communications | tsmith@bcimedia.com |
| Jennifer DeWees | SpringHill Suites Downtown Prescott | jdeweese@ponderosahotels.com |
| Diana Ambrosie | Grand Canyon Resort Corporation | diana.ambrosie@grandcanyonresort.com |
| Corrine Williams | Cumbres & Toltec Narrow Gauge RR | cwilliams@cumbrestoltec.com |
| Ronnie Biard | Goulding's Lodge | ronnie@gouldings.com |
| Natalie Randall | San Juan County Visitors Services | nrandall@sanjuancounty.org |
| Jeff Lyman | Sky Ute Casino Resort | jeff.lyman@skyutecasino.com |
| Torrie H. Teeasyatoh | Sacred Monument Tours | smtours@citlink.net |
| Donovan Hanley | Detours Native America | donovan@detoursamericanwest.com |
| Monica Lafont | Goulding's Lodge | monica@gouldings.com |

The members introduced themselves and related what has happened in tourism in their area lately.

Ed asked for a motion to approve the membership minutes from the December meeting at Parry Lodge in Kanab, Utah. Debbie moved to approve; Julianne seconded. The motion carried unanimously.

Jason Murray presented the **Financial Report**. Jason reported that the GCA our biggest payments we make every year are to IPW and membership travel planner shipment. We just paid the member shipment bill, and we added a second booth to IPW for 2018 and that payment was made last month. As of March 1st, we have \$17,000 in the checking account, and \$12,000 in our savings account. We're doing well on membership payments. Sue moved to accept the report; Michelle seconded. The motion passed unanimously.

Executive Director Laurie Frantz presented the **Executive Director's Report**. We have 113 members. At the last meeting, we had 117 members. We have four new members: Chinese Host Inc. (CHD Adventure Destinations), Rocky Mountain Holiday Tours, Clarion Inn of Grand Junction, and Redtail Aviation. I have invoiced all members through April. Members which have still not renewed since November include San Juan County Visitors Services, Canyon Plaza Resort, Mild to Wild Rafting and Jeep Trail Tours, Durango & Silverton Narrow Gauge Railroad, Ute Mountain Casino, Hotel, and Resort, Hampton Inn – Durango, Navajo Nation Parks & Recreation, Grand Canyon Jeep Tours & Safaris, and Joy Holiday. Of these, I expect all to renew except possibly Mild to Wild Rafting and Grand Canyon Jeep Tours. I have sent membership packets to:

Native Americans for Community Action, Inc. (NACA)

[Flagstaff, AZ](#)

Former member, interested in rejoining

Grand Canyon Tours

Rejoined and donated an additional \$50

Las Vegas, NV
Former member

Clarion Hotel
Grand Junction, CO
Referred by Barb Bowman, Visit Grand Junction

Joined

Cottonwood Gulch Foundation
Albuquerque, NM
Specializes in trips in the Southwest for youth
Found us from the website

CHD Adventure Destinations
Las Vegas, [NV](#)

Joined

Hyatt Place Page/Lake Powell
Page, AZ
Sent us news about property

Leads: A total of 333 (199 last report; 510 last year) individual planners have been sent out since the last meeting (December 10-11). Of these, 291 (165 last report; 458 last year) were sent to U.S. addresses, and 42 (34 last report; 52 last year) were sent to foreign addresses.

| | Last Meeting | Current |
|-------------|--------------|---------|
| Canada | 18 | 20 |
| UK | 5 | 7 |
| Australia | 2 | 2 |
| Brazil | 2 | 1 |
| France | 3 | 1 |
| New Zealand | 1 | 1 |
| Turkey | 1 | 1 |
| Italy | 0 | 2 |
| Austria | 1 | 0 |
| Japan | 0 | 2 |
| Spain | 0 | 2 |
| Iceland | 0 | 1 |
| Russia | 0 | 1 |
| Norway | 0 | 1 |

Upcoming Meetings:

Thunderbird Lodge, Canyon de Chelly, June 10th and 11th.
Ouray Chamber Resort Association, September 23rd and 24th.
Hilton Sedona Resort at Bell Rock, December 9th and 10th.

Ed asked for a motion to approve the Executive Director's report. Debbie moved, and Donovan seconded. The motion passed unanimously.

Dave Webb presented the **Webmaster's Report**. Dave reported that our social media presence is growing. The easiest way to get to the Facebook page is to go to the Grand Circle home page and there's a prominent link to our Facebook page. Donovan has to approve people posting to our Facebook page, but get in touch with him and he'll approve you. Organic search is up a little bit right now. The most popular pages right now are itineraries. We depend on members to send us content. Please remember to send Dave information. Dave has revamped the leads so that we now receive contact info for people who download the pdf of the travel planner. We have a database of all those email addresses and we're going to start doing an email newsletter to those email addresses. Donovan commented that people are posting on the Facebook page, and some of them are people who have a love of the Circle, so don't be too businesslike in your posts. Share information and advice with these people. Special events, special activities are appreciated. Donovan said we need more people to post. Tori asked if we have a hashtag. Dave said that we haven't been using hashtags. Monica said that it was hard for her to find us, that we are buried in traffic to other Grand Circle sites. Ronnie expressed thanks for Dave's work. He said that itineraries were the main concept of the beginning of GCA. Ronnie asked us to consider the next step, which is that China is a huge tourism force. Ronnie asked that we get involved in Wechat. Michelle moved, and Donovan seconded. The motion passed unanimously.

OLD BUSINESS

Travel Planner update: Laurie reported for Dana, who is sick. All of the 2018 travel planners have shipped. Shipping costs were up due to driver shortage, which is raising costs significantly. The new planner includes a new off-season section, at the request of the members.

IPW Registration: Laurie reported that we now have seven members signed up to partner in the booth, so we reserved a second booth. The invoices for the booth and the four additional badges have been received from USTA. Scheduling opened up March 1st. Laurie passed the appointment scheduling on to Sue this year, who is coordinating it with all the partners to see with whom they want to meet. Sue asked the booth partners who are in attendance to meet with her after the meeting to discuss appointment scheduling. Debbie said she uses the GCA travel planner to initiate all of her IPW appointments. The travel planner is the GCA's number one asset. Sue said that we use the GCA map as our backdrop at IPW.

NEW BUSINESS

2018 West Side Media Fam Tour: Jason reported that we do a fam tour every year; we rotate between the east and west sides of the Circle. We do two years of media fams, and two years of tour operator fams. This year we've doing the west side media fam. The itinerary is mostly set. It will be the first week of December, tying in with the GCA meeting in Sedona, December 8-10. The media participants will be participating in all the activities that are part of the December meeting. All members who can, plan to attend to get maximum coverage. They will be in Sedona from about 1:00 on December 8th through their departure on Monday morning the 10th. If you know any writers who will produce articles who would be interested in attending, please let Jason or Laurie know.

President Ed Spear entertained a motion to adjourn the meeting. Sue moved, and Ronnie seconded. The meeting was adjourned at 10:02 am.