

**Utah Office of Tourism  
Board Meeting  
August 10, 2007 – 9:00am  
Davis Conference Center  
Zephyr Room  
1651 North 700 West  
Layton, UT**

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**Present**

**Board Members**

Kim McClelland  
Colin Fryer  
Bob Syrett  
Hans Fuegi  
Mayor Peter Corroon

Steve Burr  
Bob Bonar  
Frank Jones  
Pamela Hilton  
Bill Malone

**Staff**

Leigh von der Esch  
Tracie Cayford  
Kelly Day  
Lorraine Daly

Barbara Bloedorn  
Mike Deaver  
Dave Williams

**Guests**

Ryan Kirby  
Mike Caldwell  
Thomas Cooke  
Steve Driggs  
Nan Anderson  
Nathan Rafferty  
Mike Glauser  
Ellen Richardson  
Barbara Riddle

**Organization**

Utah.com  
Ogden/Weber County  
Struck  
Struck  
UTIC  
Ski Utah  
Strategic Leadership Partners  
Strategic Leadership Partners  
Davis Area CVB

**Welcome**

Kim welcomed the board and staff to the meeting. The board thanked Barbara Riddle and her staff for their hospitality and for hosting the board and staff at the Davis Conference Center. Kim asked for everyone in the room to introduce themselves.

**Minutes**

**MOTION:** Pam made a motion to approve the minutes of the July 26<sup>th</sup> Strategic Planning meeting and Bob Bonar seconded the motion. The motion passed unanimously.

**MOTION:** Bob Syrett made a motion to approve the minutes of the July 26<sup>th</sup> Business Meeting and Colin seconded the motion. The motion passed unanimously.

**MOTION:** Hans made a motion to approve the minutes of the July 31<sup>st</sup> Conference Call. Steve Burr seconded the motion and it passed unanimously.

## Co-op Marketing

Hans gave an overview of the Co-op marketing applications and briefly discussed the criteria and application process. There were 48 applications.

### Applications Recommended by the Committee:

1.	Alta Resort Association - \$40,000
2.	American West Heritage Center - \$9,500
3.	Bear River Association of Governments - \$7,750
4.	Beaver County Travel Council - \$8,000
5.	Cache Valley Visitors Bureau - \$40,662.50
6.	Castle Country – National Geo Magazine - \$17,743
7.	Castle Country Travel Regions - \$21,000
8.	Davis Area CVB - \$45,282.38
9.	Davis Area CVB – Ski Project - \$10,550
10.	Davis Area CVB – Meet in Utah - \$97,000
11.	Downtown Ogden Inc. - \$13,000
12.	Friends of the Moab Folk Festival - \$15,000
13.	Garfield County Office of Tourism - \$39,540
14.	Heber Valley Chamber CVB - \$10,000
15.	Heber Valley Chamber/CVB – Golf Wasatch - \$26,000
16.	Heber Valley Chamber/CVB – Snowmobiling - \$21,500
17.	Huntsman World Senior Games - \$30,350
18.	Moab Area Travel Council - \$237,711
19.	Moab Arts Council - \$3,750
20.	Moab Music Festival - \$15,000
21.	Ogden Weber CVB - \$31,000
22.	Park City Chamber/Bureau - \$223,000
23.	Park City Performing Arts Foundation - \$106,500
24.	Pioneer Theater Company - \$17,500
25.	Salt Lake CVB – Ski Salt Lake - \$150,000
26.	Ski Utah - \$250,000
27.	Sportsmen for Habitat - \$100,000
28.	St. George Area CVB – Zion Country Action Tours - \$25,000
29.	St. George Area CVB – Zion Park 100th Anniversary - \$35,000
30.	St. George Red Rock Golf Trail - \$33,000
31.	Sun Parks Inc. - \$39,266.50
32.	Town of Springdale - \$5,000
33.	Tuscan Center for the Arts - \$44,800
34.	Utah Festival Opera - \$65,000
35.	Utah Museum of Fine Arts - \$100,000
36.	Utah Shakespearean Festival - \$98,402
37.	Utah Symphony & Opera - \$75,000
38.	Utah Theatre Festival Corporation - \$10,000
39.	Utah Valley CVB - \$81,948
40.	Utah Valley CVB - \$9,000
41.	Wasatch Western Heritage - \$12,400
42.	Wayne County Travel Council - \$11,000
43.	Zion Canyon Visitors Bureau - \$17,000
	Total \$2,249,155.38

**Applications Not Recommended by the Committee:**

1. Dinosaurland Travel Board - \$25,800
2. Kimball Art Center - \$77,481
3. Ogden Valley Business Association - \$6,400
4. Park City Chamber/Bureau – Arts - \$8,650
5. Park Silly Sunday Market - \$9,500

Total \$127,831

The board briefly discussed the applications and the co-op committee explained the criteria to the new board members who had not been through the co-op process.

**Motion:** Steve Burr made a motion to approve the applications recommended by the Co-op Committee as presented. Bob Bonar seconded the motion and it passed unanimously.

Kim thanked the committee as well as Dave Williams, Kelly Day and staff for their time and efforts during the co-op application process.

**Marketing Committee**

Mike Deaver gave the board a copy of the updated B-Roll on disk for their viewing and/or use. Struck will continue to add on to the B-Roll.

- Winter Ad Campaign - Steve Driggs gave a brief update of the winter print ad campaign. He showed samples of the ads to the board.
- Madden – Mike indicated that a lot of email leads have been generated due to the Madden insert. Will work with the agency to follow up with the leads.
- Mike also gave an update on the Warren Miller Movie. Working with Ski Utah on this. Will have a rough cut by the end of August.
- Update on Marketing Plan – Mike gave a brief overview of the 05/06 vs. the 06/07 fiscal year comparison for internet, call center, welcome center, mail fulfillment and other brochures. Handouts were provided.
- Update on Budget 06/07 and 07/08 – Mike indicated that the budget reports needed to be revised so this item was tabled for this meeting.

Leigh indicated that even though some of our visitation numbers to parks, etc. are low, Utah is leading other states in visitation numbers.

Follow-ups on leads by way of phone calls and/or postcards were discussed. Mike indicated that if the UOT contracts with RUF we would be able to create a system to help us do that.

## **Strategic Planning Process – Status Report**

Leigh introduced Mike Glauser and Ellen Richardson from Strategic Leadership Partners.

They provided a hand out showing the model for creating a strategic plan. The model included creating a mission, a vision for the future, values of conduct, major objectives and activities for success.

They also briefly explained the process for creating the draft plan.

Leigh briefly reviewed the first draft of the plan. A hand out of the power point was provided.

Kim asked the board to review the draft and return their comments to the UOT office by Labor Day so it could be discussed at the next board meeting.

The board thanked the UOT staff for all of their help putting together the draft of the plan.

The board also thanked the UOT staff for all of their hard work to put the board meetings together.

## **Public Comment**

Barbara Riddle thanked the board and staff of the UOT for using the Davis Conference Center for their meeting.

Mike Deaver introduced his new assistant, Loraine Daly, to the board.

Mike also informed the board that he was resigning from the Office of Tourism and going to work on the Governor's initiatives and would be employed full time by the Sports Commission as Vice President of Development. Mike expressed how much he had enjoyed working with the board, all of the tourism partners and the staff of the UOT.

The board expressed their appreciation for his hard work for the UOT and with the Marketing Committee and they all wished him the very best.

The next board meeting will be held Friday, September 14, 2007 in Bear Lake, Utah.