

**Utah Office of Tourism
Board Meeting
September 14, 2007 – 10:00am
Bear Lake Inn at Harbor Village
Convention Center
900 North Bear Lake Blvd.
Garden City, UT**

Present

Board Members

Kim McClelland
Colin Fryer
Bob Syrett
Hans Fuegi
Mayor Peter Corroon

Steve Burr
Pamela Hilton
Bill Malone
Jeff Robbins
Steve Lindburg

Staff

Leigh von der Esch
Tracie Cayford
Stan Nance

Barbara Bloedorn
Kelly Day

Guests

Joan Hammer
Judy Holbrook
Jackie Meads
Ryan Kirby
Thomas Cooke
Steve Driggs
Nan Anderson
Shelleice Stokes
Nathan Rafferty
Steve Delong

Organization

Box Elder County – Top of Utah
Bear Lake CVB – Top of Utah
Bear Lake Chamber
Utah.com
Struck
Struck
UTIC

Ski Utah
American West Heritage Center

Welcome

Kim and the board thanked Judy Holbrook from the Bear Lake CVB for her hospitality and for inviting the board to hold the meeting in the Bear Lake area. Kim asked for the attendees of the meeting to introduce themselves.

Judy Holbrook thanked the board and the co-op committee for the co-op money they received to help promote the area. She gave a brief update on the number of visitors that passed through the area during the summer. She also mentioned the growth issues being experienced in the area.

Joan Hammer expressed her appreciation to the board for the advertising dollars that make it to Box Elder County.

Minutes

MOTION: Peter Corroon made a motion to approve the minutes of the August 10th meeting in Layton. Pam Hilton seconded the motion and it passed unanimously.

Co-op Marketing

Hans reviewed proposed revisions for a few Co-op Funding applications as follows:

1) Utah Theatre Festival Corporation (dba Neil Simon Festival) - \$10,000

Their application requested funds for this year's festival. We received their signed MOU prior to our discovery of this issue. Most of their advertising is already in market without our logo and the event ended on August 11, 2007.

- **Recommendation:** Apply their award to the 2008 festival, inasmuch as the state isn't getting anything out of a project that has already been implemented. We have spoken with the applicant, and he agrees this makes perfect sense. He would be thrilled to use the money for his 2008 festival. Of course he will incorporate our logo as agreed upon in the MOU.

2) America West Heritage Center - \$17,500 reduced to \$9,500

The Committee reduced their award by \$8,000 for travel expenses for various trade shows.

- According to Steve DeLong, their application contained no travel related expenses. He sent a detailed breakdown of their trade show costs. Should their full funding be restored?
- **Recommendation:** Award the full \$17,500. Our guidelines state that applicants will not be penalized for not attending the oral interviews. We may want to re-word that statement on the guidelines.

3) Town of Alta - approved for \$40,000

Application includes \$7,000 PR Component.

- According to Meghan Sitcoske, this full amount is for food and travel expenses for a FAM tour for journalists. Should it be reduced?
- **Recommendation:** Reduce the award by \$3,500, making it \$36,500. Meghan is no longer with town of Alta. We've explained the situation to her replacement, and she said they could still implement the project and find a different source of funding for the FAM tour portion.

Hans made a recommendation to approve the revisions as presented.

Steve DeLong of the American West Heritage Center gave a brief summary of the proposed revisions to their application.

Motion: Peter Corroon made a motion to approve the revisions, Steve Lindburg seconded the motion and it passed unanimously.

Marketing Committee

Struck played the 30 second winter TV spot that will launch on national cable the first part of October. They also provided copies to the board.

Struck also gave an update on the 07/08 winter media buy which included:

- Print Ads (two winter ads – placement has been sent to various publications)
- TV Ads (national cable spots start October 1st & network spots start October 8th)
- Internet/Interactive Ads (Starts October 15th)
- Winter version of Utah.travel splash page (launch end of September)
- Asset B-Roll Update (phase II has begun)
- Summer 08/09 shooting plans

Steve Lindburg and the marketing committee made a recommendation to approve a Travelocity purchase of \$90,000 for the winter advertising initiative and \$1.9 million for the 07/08 winter media buy.

Motion: Bob Syrett made a motion to approve the items as presented. Steve Burr seconded the motion and it passed unanimously.

Steve and the marketing committee also made a recommendation to approve \$30,000 for AAA Magazine, \$30,000 for consumer shows and \$25,000 for winter merchandising/promotional items.

Motion: Hans made a motion to approve the recommendation as presented. Jeff seconded the motion and it passed unanimously.

Stan Nance gave a brief summary of the advertising budget. A spread sheet was provided to the board.

Strategic Planning Process – Status Report

Leigh discussed the revised strategic plan with the board. The board decided that the mission statement needed more work and made some suggestions as follows:

- To brand and promote Utah's great experiences for visitors and citizens to increase revenues throughout the year. (Leigh)
- To brand and promote Utah's great experiences and destinations for visitors and citizens in a way that increases revenue and enhances quality of life. (Colin)
- A mission statement should have a purpose, a product, and a clientele. (Steve Burr)
- To brand and promote Utah's unique experiences as a destination to the world's travelers to stimulate economic vitality. (Steve Lindburg)

Kim invited the board members to craft their own mission statements and provide to the UOT who in turn will pass along to Mike Glauser & Ellen Richardson of Strategic Leadership Partners to help finalize a mission statement. Kim also asked the board to review the remainder of the strategic plan and provide any additional comments they may have on the plan so it can be finalized in the October board meeting.

Utah.com

Leigh reported that UOT staff met with Randy Hughes, a state technology architect and gave him a draft of the Utah.com contract. Randy will set up a meeting with the committee to give them an update on the contract.

Director's Report

Leigh gave an update on the following items:

- Vacant marketing position – looking at some reorganization within the office. She will work with Jason Perry on that. She thanked Dave Williams and Tracie Cayford for picking up a lot of the slack in the office since Mike Deaver left.
- Interim Committee Presentation – UOT Giving 25 minute presentation, Wednesday, September 19th from 2:30 – 2:55pm. She invited the board to attend.
- Scenic Calendar will be printed in September.
- A reprint of the travel guide was done. 40,000 additional copies will arrive next week.
- New travel guide will be printed in November.
- Calendar of events – provided in the board packets
- Signage – showed prototypes of welcome signs information signs that the UOT is working on with Struck. (samples included in board packet) Leigh gave kudos to Chad Davis and Struck for their help with the prototypes.
- French translated one-sheeters (samples in board packet)
- First Strike at the Golden Spike – November 15th.
- New license plate release
- St. George welcome center will be closing down September 24th due to road construction on I-15. It will be temporarily housed in the Rosenbruch Wildlife Museum at the Dixie Convention Center.

Public Comment

Nathan Rafferty gave a brief update on the Warren Miller project. Will be shown in NY at the Ski Utah Media Event in September. It will also be shown at Abravanel Hall October 25th.

Pam Hilton gave a brief update on the travel/trade shows.

Nan Anderson gave a brief update on the following:

- State of the tourism industry report – was forwarded via email also is on UTIC website
- UTIC leadership golf tournament
- Legislative fund raisers
- Legislative Appropriation Sub-Committee from the National Resource Coordinating Council visited Garfield and Wayne Counties last week.
- Travel Leadership Summit in Washington DC the end of September
- Tourism Day – Monday, February 25th with a sponsored luncheon in the Capital Rotunda, will be an officially sanctioned event. State Legislature and tourism partners will all be invited.

Steve Burr provided a draft handout of the Hospitality & Customer Service Training Survey prepared by Utah State University. He may give a presentation at a later date.

Steve also briefly mentioned the following items:

- International Symposium of Society Resource Management held in Park City in June.
- A speaking engagement in Taiwan at their Outdoor Recreation Association.
- Grand Staircase Escalante National Monument Advisory Committee has been reconstituted.
- USU will be partnering with the College of Eastern Utah and establishing a recreation resources management natural resources based tourism faculty position(s).

Steve Lindburg attended the SLCVB strategic planning session Sept. 13th. Dr. Kelly Matthews with Wells Fargo, their chief economist, executive vice president was the keynote speaker. Steve briefly made a few comments from the session regarding the economy in Utah including the housing market, unemployment and hotel occupancy. Right now Utah is enjoying the best economy they have ever had. Utah currently has the best state economy of any state in the nation.

The next board meeting will be held at Ruby's Inn in Bryce City, Utah, Friday, October 12th.