

**Utah Office of Tourism
Board Meeting
January 11, 2008 – 10:00 a.m.
Thanksgiving Point, Tropical Room, 2nd Floor, Emporium
3003 North Thanksgiving Way
Lehi, UT**

Present

Board Members

Kim McClelland
Georgianna Knudson
Bill Malone
Pamela Hilton
Jeff Robbins
Hans Fuegi

Steve Burr
Steve Lindburg
Bob Bonar
Mayor Peter Corroon
Colin Fryer

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Lorraine Daly

Barbara Bloedorn
Tracie Cayford
Rebecca Katz

Guests

Charlene Christensen
Nan Anderson
Nathan Rafferty
Pat Holmes
Denise Miller
Thomas Cooke
Rick Maw
Brice Wallace
Randy Hughes
Des Barker
Joel Racker
Adam Petersen
Mike Washburn
Jennifer Stevens
Steve White

Organization

Utah Valley CVB
UTIC
Ski Utah
SLCVB
SMARI
Struck
Utah.com
Deseret Morning News
State IT
UTIC
UVCVB
Thanksgiving Point
Thanksgiving Point
Thanksgiving Point
Utah County Commission

Welcome

Before welcoming the group to the meeting, Kim and the board took a few minutes to pay tribute to Bob Syrett, one of the UOT board members who passed away during the holidays. Bob represented San Juan, Piute, Wayne, Garfield, and Kane Counties. The board expressed that Bob's friendship, sense of humor, dedication, passion, spirit and efforts on behalf of the board, the state of Utah and the tourism industry will be greatly missed. They also expressed that though his position on the board may be filled, no one will ever take his place.

Kim also shared a letter that Governor Huntsman had written for Bob's family and read at the funeral. After reading the letter, Kim asked for each individual to take a moment to reflect on the time spent with Bob and to remember his partnership and association.

Mike Washburn, President and CEO of Thanksgiving Point as well as Adam Petersen, Chief Marketing Officer and Jennifer Stevens Director of Development took a moment to welcome the UOT board, staff and guests to Thanksgiving Point. Mike also thanked the UOT Board, Joel Racker and other partners from Utah County for all of their support. He encouraged the board and staff to stop by the children's museum after the meeting if they had never seen it. He then gave a brief history on Thanksgiving Point (created by Alan and Karen Ashton) and an update on visitation for the year. He indicated that they had 1.6 million visitors representing all 50 states and 36 countries outside of the US and that 20% of the total visitors came from outside of Utah. He also spoke briefly about their next big project, the Museum of Natural Curiosity which is due to open in 2010.

Adam Petersen thanked the UOT board and staff for the co-op funds Thanksgiving Point has received. He briefly discussed some of the future projects and events which included the Tulip Festival, Timber Sports as well as other festivals.

Joel Racker also welcomed the board and staff to the area and thanked them for their support.

Kim McClelland and the board welcomed everyone to the meeting and thanked Thanksgiving Point and Utah County for their hospitality. He then asked everyone in the room to introduce themselves.

Minutes

MOTION: Steve Burr drew attention to an error in the minutes from the December 14th meeting. Regarding the Madden inserts, the number of inserts printed should be 1.1 million instead of 1.1 trillion. Steve Burr made a motion to approve the minutes to include the change. Steve Lindburg seconded the motion and it passed unanimously.

New Business

The Sports Commission showed a short video on the Dew Tour event that was held in Utah in September, 2007. Jeff Robbins indicated that the economic impact for the state for the event was 12,000,000 dollars (10,000 hotel room nights) and almost 62,000 spectators.

Marketing Update

Dave Williams indicated that the marketing committee would present information on the final ad buys to the entire board at the next board meeting. Dave also mentioned that we are half way through the fiscal year and have used \$303,000 of the \$600,000 agency production budget which keeps us on track for spending.

Spring/Summer Ad Buy - Thomas Cooke - Struck

1. **Commercial Spot** - Thomas from Struck presented a 90 second commercial spot to be used on Delta Airlines flights beginning in March. Thomas indicated that Struck would take the baggage claim spot from last year and take footage that we own and re-do the action landscape sequences for the TV spots and tailor the spots to different Markets.

2. **National Cable** - Thomas indicated that the writers strike is having an incredible impact on cable inventory and pricing. Advertising is shifting away from big networks to cable stations for national advertisers. Pricing is up 10-12% higher than last year. On the cable buy we are not over budget but are planning on under delivering on the GOP levels by about 10%. We currently have inventory on hold with A&E, History, Discovery, National Geographic, MSNBC, Fox Sports Net, Bravo, TLC and Travel. These are all within the buy. Local spot buys are a little less affected by the inventory. Hope to save some money on local spots to use towards the cable buys.
3. **Print Ads** – RFP’s went to 30 different publications. 10 publications made the first cut based on their ability to deliver within budget. The best value packages will be presented to the marketing committee.
4. **Interactive** – 29 responses in 7 categories were received from the RFP. One big factor important to interactive is the availability to deliver videos. Continuing to gather information so final decisions can be made.

Ad Effectiveness Report – SMARI – Denise Miller

Denise Miller gave an update through a power point presentation showing the return on investment from last summer’s ad campaign. She discussed the 2 phases of her research which are; measure awareness right after ad runs and the second phase measures the level of travel that occurred due to the advertising. The board was provided with a copy of the presentation prior to the meeting.

The SMARI research summary points:

- Summer & winter campaigns are working well. Summer ROI is excellent & initial results from winter are encouraging.
- Media strategy is achieving broad reach throughout targets & should be continued.
- Creative is strong especially for scenery & icons. Need to decide whether and how to incorporate luxury and/or family & children in future ads.
- Market selection seems good but could consider additional markets.

Legislative Update

Nan Anderson indicated that UTIC will be focusing on the \$15,000,000 appropriation request for the Advertising/Marketing campaign. The appropriation sub-committee hearing will be held next Wednesday. The UOT base budget request and the advertising/marketing campaign request will be discussed at that hearing. UTIC is also tracking other bills and legislation concerning; health insurance, immigration, transient room tax, restaurant tax, catering, public facilities, recreation centers, state parks, license plates, alternative school calendar year, and Agro-tourism. Nan also mentioned Tourism Day which will be held February 25th in the rotunda. The legislature will be invited and lunch will be provided. She invited tourism partners to participate.

Directors Report

Sundance - Leigh gave a brief update on the Sundance Film Festival that will start on Thursday, January 17th. Credentials were offered to the board to go to a variety of activities. She also invited the board to attend the film commission brunch that will be held Monday, January 21st at the Sundance House as well as a private screening of “Adventures of Power” the evening of the 21st at the Redstone Theater in Kimball Junction. This movie was filmed in the Price/Helper area

and used a lot of Utah crew. She also mentioned that the governor will speak at opening night on Friday, January 18th in Salt Lake.

Web Discussion

Leigh thanked Dave and Kelly for putting together a web based survey that went out to our tourism partners to get their assessment on Utah.travel. The results were provided to the board in their packets. The information is still being assessed.

Dave Williams requested \$72,000 out the special opportunities budget from Fiscal Year 2007/2008 to have Struck (1) build out an interactive experience planner (travel guide) through Utah.travel so that the UOT can get travel guide requests directly from the site and people can plan their trip right on the sight. (2) Search engine optimization to improve rankings on the web. The UOT would also like to continue to receive travel guide requests from Utah.com as well. (Estimate: \$50,000-\$60,000 for interactive planner & \$10,000 - \$12,000 for search engine optimization).

Dave also requested \$29,000 over the next 5 months or \$5,800/month out of the special opportunities budget from Fiscal Year 2007/2008 to hire RUF Strategic Solutions to provide an integrated marketing database system to replace Travel 32 which cannot be supported by State IT. The new system would eliminate much of the manual labor and generate reports on demand and would also improve market research. The UOT would hope to pay future costs from RUF out of the operations budget.

MOTION: Mayor Corroon made a motion to approve \$29,000 for the RUF proposal as presented. Bill Malone seconded the motion. After much discussion by the board regarding special opportunity funding availability, the motion passed unanimously.

MOTION: Bill Malone made a motion to approve \$72,000 for the build out of an interactive travel guide and to enhance search engine optimization on the Utah.travel site. Jeff Robbins seconded the motion. After much discussion by the board the motion passed unanimously.

Kim McClelland thanked everyone for their hard work and commented that he hoped we all made Bob Syrett proud today.

The next meeting will be held Friday, February 8th in Ogden.

Meeting adjourned.