

**Utah Office of Tourism
Board Meeting
Thursday, October 13, 2011 - 10:00 a.m.
Snowbird Ski & Summer Resort
9600 East Little Cottonwood Canyon
Snowbird Center – Cottonwood Room B&C, 2nd Floor
Snowbird, Utah**

Present

Board Members

Colin Fryer	Hans Fuegi
Nathan Rafferty	Mike Taylor
Steve Burr	Lance Syrett
Pamela Hilton	John Holland
Jeff Robbins (via phone)	

Staff

Leigh von der Esch	Barbara Bloedorn
David Williams	Tracie Cayford
Kelly Day	Matt Morgan
Lorraine Daly	Jim Buchanan

Guests

Tom Love	Love Communications
Jeremy Chase	StruckAxiom
Kelly McClelland	StruckAxiom
Peggy Conway	Love Communications
Sarah Nielson	Love Communications
Dave Fields	Snowbird Resort
Steve Driggs	StruckAxiom
Michael Johnson	UH&LA
Bob Bonar	Snowbird Resort
Chris Newton	Go-Utah.com
Brad Nicholas	RR Donnelley
Eric Thompson	Visit Salt Lake
Red Oelerich	Outdoor Utah
Monique Beeley	Outdoor Utah
Nan Anderson	UTIC

Welcome

Colin Fryer welcomed the board, staff and attendees to the meeting. He thanked Bob Bonar and the Snowbird Resort for their hospitality. He also thanked Bob for his previous service on the board and the marketing committee.

Leigh also thanked Bob for his hospitality and service to the state and asked if he would like to say a few words.

Bob thanked the board and participants for their hard work and thanked everyone for coming.

Colin then asked all of the attendees in the meeting to introduce themselves.

Minutes

MOTION: Hans Fuegi made a motion to approve the minutes from the September 8th board meeting held in Green River. Mike Taylor seconded the motion. The motion passed unanimously.

Marketing Committee Report

Colin turned the meeting over to Dave Williams to talk about the marketing efforts. Dave reported that the marketing committee has been working on the media buy for a couple of months and StruckAxiom and Love Communications have negotiated the buy and reviewed it in detail with the marketing committee this morning. Dave further explained that our office and the marketing committee have been working closely with our partners to make sure we are getting the coverage the industry feels we need. Dave then turned the meeting over to StruckAxiom and Love Communications to present the details of the ad buy to the full board.

Ad Buy Summary Winter 2012 Details:

- Run 30 & 15 second spots in LA & NY in January on NBC & ABC local affiliates.
- LA – 598 Spots – will reach 71.2% of our targeted audience 13.9 times
- NY – 247 Spots – will reach 70.2% of our targeted audience 8.7 times.
- Digital Outdoor Billboards in LA during TV campaign (8 second displays rotating 1,013 times per day, per board)
- Social Media January & February (including Google, Facebook, YouTube, Twitter and others)
- Total Budget – \$1,310,100 (UOT Cost - \$1,190,100 & Partners providing \$120,000)

After the presentation, John Holland asked if there is a way to measure the impact of social media components. Sarah Nielson from Love Communications indicated that there is no clear measurement but for the campaign they want to make sure that the followers are staying involved. Love will be watching the followers to see if they drop off, which is an indicator that the messaging isn't reaching them. Long term followers will be the key to success. They will need to keep them engaged by providing good content. Sarah indicated that Love will be doing a bi-weekly report and at the end of the campaign, there will be a final report that will include some suggestions for next year based on the digital and social aspects.

After the discussion, Dave Williams asked for a motion to approve the winter buy but requested that we discuss the Sundance proposal first before a motion is made.

Sundance Proposal

Dave reported that last year, the UOT, GOED and the Utah Film Commission each contributed \$100,000 to the Sundance Film Festival contract for a total of \$300,000. Dave indicated that we have been approached again this year for the same amount.

Leigh reported that we have received the request from Sundance. The sponsor benefits would be the same as last year. Last year, we took \$55,000 out of the winter budget and \$45,000 out of the special opportunities budget. The special opportunities budget was dissolved last year so that would not be an option for this year. Leigh further raised the concern that the Sundance Film Festival falls the same weekend as the Martin Luther King Holiday. She suggested that the board might consider as part of the language of the motion, to include that serious discussions continue to move the festival away from the Martin Luther King Holiday.

Several board members raised the issue of the date of the Oscars possibly being changed, which could also coincide with the festival dates. This has not been confirmed. There is still ongoing discussion about moving the Oscars from February to January.

Hans asked if there is a way to measure Utah's exposure during the festival. Leigh reported that there is an economic report that is done through the Bureau of Business and Economic Research (BEER) at the University of Utah. It explains the overall importance of the festival.

She further explained the positive benefits the state receives from the event through media exposure, and branding. It is the single biggest event in the state from a revenue generating standpoint. It also helps the film industry locally.

Nathan does not feel that the ski industry benefits during the festival, but the restaurants and the hotels do well.

MOTION: After these discussions, Steve Burr made a motion to table the vote on the approval of the Sundance sponsorship until the November board meeting and asked to have Sundance come and do a presentation for the board. Mike seconded the motion. The motion passed unanimously.

Colin asked if anyone would like to entertain a motion to approve the winter media buy in the amount of \$1,190,100.

MOTION: John Holland made a motion to approve the 2012 winter ad buy as presented above. Pam Hilton seconded the motion. The motion carried unanimously.

National Parks Integrated Program Proposal

Dave explained that an organization called National Park Trips had contacted him with a proposal to run full page ads in two of its publications, Grand Canyon Journal and Yellowstone Journal. Dave provided a spreadsheet of the details of the proposal for review. The net cost would be \$16,990 and would come out of the summer print budget.

MOTION: Pam Hilton made a motion to authorize \$16,990 for the print buy as outlined above. Mike Taylor seconded the motion and it passed unanimously.

Website Update

Kelly Day gave a brief update on the progress of the website rebuild. She reported that the website rebuild is right on track as planned. The new website will have more content, more imagery and more social media components. It will be based on the travel guide as a lure piece to attract more people to Utah. There should be a rough design ready by next week for our review. She further stated that all of our goals and milestones have been met during this process. The targeted completion date is January 10th, but will try to have it ready to launch along with the winter ad campaign.

Leigh commended Kelly, Matt and Dave for their hard work on the website.

Communications Report

Tracie Cayford gave an update on the following items:

- The super FAM just wrapped up this week. There were four operators and media from China, Japan the UK, Germany, France and the U.S. Patti Denny and Cicily Howell from our office participated. Tracie thanked the partners that helped host the FAM.
- Tracie shared a book of clips generated through Lou Hammond.
- Lou Hammond will be at the November board meeting to talk about the ad value report.
- World Travel Market will take place in November in London. Patti Denny will be attending.
- NTA will be in Las Vegas December 5-9.

- The Governor's Trade Mission to Canada will take place in November and our office will be hosting a reception. Tracie stated that Canada is our number one international market. Leigh & Patti will be attending the trade mission.
- Leigh commended Clayton, Dave, Tracie, Kelly, Matt, Barbara and the entire UOT team for their efforts in the office and on behalf of the state. She expressed what a pleasure it is to work with all of them.

Director's Report

Leigh reported that she, along with Nan, Joel, Nathan, Scott Beck, and Brian Merrill went to Washington, DC in September with US Travel, to attend the Grass Roots Boot Camp. They had face time with our congressional delegation. The main focus was the visa waiver. The state department has the obligation to process visas. Leigh stressed to the group, the importance of talking to their congressmen about the importance of getting people into the country.

Leigh attended the 5th China Summit created by US Travel to put state tourism directors together with provincial tourism ministers. Leigh participated on a panel discussing tourism at the summit, which was broadcast and reported in China on several media outlets. On the panel was CITS, which is the largest outbound China tour operator. Leigh expressed that she would be happy to share the information with the board.

Leigh was on a rural jobs and education trip with the Governor yesterday. Rural jobs includes tourism so Leigh was asked to accompany the Governor on a tour in San Juan and Grand Counties. Some of the places they visited were; Bluff Fort, Montezuma Creek High School, the Blanding Welcome Center, and Edge of the Cedars State Park. Colin attended part of the tour and expressed the importance of the state parks in Utah to the Governor. Colin's information was well received by the Governor and he was encouraged to talk to the legislature about his concerns regarding state park closures and how they would affect small communities.

Leigh reported on the process of the election of the Chairman of the Board for the UOT. She further stated that the legislation requires that the board make a recommendation for the chair and vice-chair and the Governor makes the final selection. She indicated that there is one board appointment still pending. She hopes to get that resolved and the elections concluded in November.

Steve Burr asked if Leigh could share details on the pending appointment. Leigh stated that Steve Burr's position is pending, which she previously discussed with Steve. His name and Jeff Sheets name have been provided to the Governor for consideration for the position. This position requires someone from ownership or executive management of business, finance, economic policy, or the academic media marketing community which is stated in the legislation. Jeff is a professor at BYU and the director of the ad labs program.

Leigh reported that the Governor will be doing a four-day Canadian Trade Mission in November. The Governor is very determined that any trade mission that he has will include a tourism component. There will be a travel event in Canada and he is doing energy visits.

UTIC Update

Nan reported that UTIC is waiting on fiscal year figures from the State Tax Commission to learn whether we have met our 3% growth requirement to qualify for the entire tourism marketing performance allocation. This could be \$11 million if the formula is followed. If we don't reach the 3% growth, UTIC will be requesting \$8 million for the TMPF.

UTIC is also tracking issues on online travel companies and agencies. Nan will be meeting with Michael Johnson on these issues.

UTIC developed a priority list on requested changes in liquor law legislation, including development of a hotel license similar to resort licenses, addressing the lack of restaurant liquor licenses for new businesses, and removal of the so-called glass wall (Zion Curtain) and the inconsistent hours in the requirement of the intent to dine.

October 19th at an interim meeting of the legislature, UTIC will testify on state parks at the Natural Resource Committee hearing at 2:00 p.m. State Parks is requesting \$2.8 million restoration from the general fund for state parks. Nan encouraged our partners to come to the hearing to support their efforts.

UTIC is excited about the development of a matrix of all of our DMOs, county travel council partners, as well as private sector located throughout the state matrixed against legislative districts in both the house and senate. Pam Hilton has offered to assist with this long, involved project.

New Business

Steve Burr reminded everyone to please support “Friends of State Parks” by becoming a member. The Governor’s Rural Partnership Board at its recent board meeting, unanimously passed a resolution to support the re-instatement of the \$2.8 million for state parks. Also, the national parks maps should be ready to distribute at the Utah Tourism Conference in May.

John Holland requested a status report on the St. George Welcome Center. Leigh provided the history of this welcome center and an update. It is currently in the Dixie Center but there is a lack of signage and parking if it remains there. Leigh asked for the full support from the board, our partners and UTIC to convey the importance of this welcome center to the legislature and the Utah Department of Transportation.

MOTION: After some discussion, Steve Burr made a motion to prepare a letter of endorsement for the purpose of changing the location of the welcome center in St. George to a location more visible and accessible from the freeway. Pam Hilton seconded the motion.

Nan Anderson asked if it would be possible for the board to recommend to the UOT and UDOT that a joint committee be formed to take a long strategic view of all the welcome centers.

Leigh said she would be happy to speak with Spencer Eccles, Executive Director of GOED about this possibility.

After further discussion, the motion to draft a letter regarding the St. George Welcome Center passed unanimously.

Public Comment

Red Oelerich reported that Outdoor Utah went on a recent trip which included a stay at Amangiri Resort in order to do a story in the magazine. Red further reported that Amangiri has 34 rooms and is currently experiencing 90% occupancy and the majority of its guests come out of Southern California. Red feels this resort is important to our marketing efforts.

Michael Johnson reported that the UHLA will be holding its conference on November 10th and 11th at the Hilton Salt Lake City Center.

Sundance Proposal (Continued)

Dave Williams reported that Spencer had called and had indicated that the GOED incentive fund isn’t really designed for events and he is going to be hard pressed to find the \$100,000 requested for the SFF sponsorship. He further stated that Tourism and Film are the most appropriate places to take the money out of the budget. He can appreciate that you would like a presentation by Sundance but he hopes you will ultimately approve \$100,000 from the TMPF.

Colin expressed that Sundance should be required to apply through the co-op program. Hans reported that Sundance had gone through the application process in the past and was declined. Leigh stressed that GOED is requesting that we find a way to fund this. Hans expressed that you cannot put a price on the kind of exposure that Utah gets all over the state from Sundance.

MOTION: After further discussion, Hans made a motion to approve \$50,000 for the Sundance Film Festival sponsorship provided that Sundance does a presentation at the November board meeting. At that time, the board will consider if it is prepared to approve an additional \$50,000 for the sponsorship. Lance Syrett seconded the motion. After a brief discussion, the motion passed. Nathan Rafferty and Steve Burr opposed.

Meeting adjourned.

The next meeting will be held Thursday, November 10th in Heber City.