

**Utah Office of Tourism
Board Meeting
Thursday, October 14, 2010 – 10:00 a.m.
Holiday Inn Express – Meeting Room – 1st Floor
20 West 1400 North
Richfield, Utah**

Present

Board Members

Hans Fuegi
Nathan Rafferty
Pamela Hilton
Colin Fryer

John Holland
Steve Lindburg
Steve Burr

Staff

Leigh von der Esch
David Williams
Gael Hill

Barbara Bloedorn
Tracie Cayford

Guest

Jeremy Chase
Steve Driggs
Red Oelerich
Michael Johnson
Kevin Christensen
Ralph Okerlund
Bruce Fullmer
Scott Paul
Buffy Brown
Alex Grow
David S. Grow
Nan Anderson
Kevin Arrington

StruckAxiom
StruckAxiom
Outdoor Utah
UHLA
Sanpete County
State Senate
Garfield County
Utah.com
Sevier Travel Council
Mormon Pioneer Nat'l Heritage Area
Scenic Canyons Society
UTIC
Sevier County Tourism & Events Office

Welcome

Steve Lindburg called the meeting to order and asked all attendees to introduce themselves.

Steve and the board then recognized Senator Ralph Okerlund and thanked him for attending the meeting and welcomed Nan Anderson back as the Executive Director of UTIC and thanked her for her willingness to help the tourism industry. They also thanked Buffy Brown, General Manager of the Holiday Inn Express, for hosting the board meeting, as well as Dave and Alex Grow for hosting dinner and an ATV ride the day before.

Kevin Arrington welcomed board members to Sevier County and thanked them for holding their meeting in Richfield. Kevin gave a brief update on activities and events taking place in the area. He reported that the Piute ATV trail is 20 years old and has over 1,000 miles of trails. It attracts a lot of visitors as well as Fish Lake, Big Rock Candy Mountain, and Fremont Indian State Park.

Kevin Christensen gave a brief update on Sanpete County. ATV riding is a big part of their tourism, as well as snowmobiling due to the Wasatch Plateau. There is a new events arena in Mt. Pleasant just built last year. The county hopes to have a lot of Equestrian events there. Rock climbing in Maple Canyon draws a lot of visitors. Kevin reported that Sanpete County has one of the best places in North America for snow kiting which brings in tourists.

Dave Grow spoke briefly about the Mormon Pioneer National Heritage Area. He mentioned some of the upcoming events and current and future projects planned along Utah Heritage Hwy 89. He also spoke briefly about the grants program. Dave reported that according to National Geographic traveler organization, Hwy 89 is the number one road trip in America.

Bruce Fullmer from Garfield County reported that visitation is up for Bryce Canyon National Park and Garfield County is doing well. The county is also seeing a lot of ATV traffic. He expressed his appreciation to the board, and the Utah Office of Tourism for their support and for the Co-op funding.

Senator Okerlund welcomed the board and the UOT staff to the area and thanked them for the partnerships they create and what they do for our state and for rural Utah. He spoke briefly about the importance of finding some resolutions on RS2477 roads. He indicated that he was somewhat encouraged by his conversation with Secretary Salazar regarding resolving this issue. The senator also emphasized the importance of having good rest stops along the roads of Utah where you can receive good tourist information. He suggested that having private/public partnerships may be the best solution.

Minutes

MOTION: John Holland made a motion to approve the minutes of the September 9th board meeting held at Brian Head. Hans seconded the motion and it passed unanimously.

Marketing Committee Report

- a) Outdoor Utah Adventure Guide Request – Dave Williams stated that he had received a request from Outdoor Utah to allocate funds to pay postage for mailing their guide into markets selected by the UOT. The UOT would also have a six-page spread in the magazine. Dave reported that the marketing committee is recommending that the board designate \$55,000 out of the summer ad campaign for distribution of the Outdoor Utah Adventure Guide to key target markets out of state.

MOTION: After a brief discussion by the board, Colin made a motion to designate \$55,000 for postage for the distribution of the Outdoor Utah Adventure Guide as outlined above. Nathan seconded the motion and the motion passed unanimously.

- b) Winter Ads – Jeremy and Steve from StruckAxiom presented the winter ads. They showed three 30 second ads for the upcoming winter ad campaign.

After reviewing the ads, Nathan asked if Struck could bump up the size of the font of the websites on the bottom of the ads and position them a little higher on the page with the 800 number underneath.

The ads will run for three weeks beginning January 3rd and all of the ads will be available on the website. There was some discussion regarding holding a contest through social media to have the citizens of Utah vote on their favorite commercial. Nathan indicated that Ski Utah could possibly provide a prize such as skis or goggles, etc. Leigh suggested the contest could begin November 17th at the winter ad launch on Capitol Hill.

- c) Website Update – Dave reported that Jay Salyers from Miles Media has spoken with all of the marketing committee and most of the board. He is working on a report for our office. It is currently in draft form. Dave indicated that he hopes to have the report available for the November board meeting.
- d) Travel Guide Reprint – Dave requested that the board designate \$100,000 to pay for a reprint of the travel guild. He recommended that the money come from unused postage money from previous year’s budgets.

MOTION: After some discussion by the board, Colin made a motion to designate \$100,000 for the reprint of the travel guide as outlined above. Hans seconded the motion and the motion passed unanimously.

Communications Report

Tracie shared the latest Lou Hammond media value report. She indicated that 100 stories have been generated in the past fiscal year due to their efforts. She passed around a binder of current articles for the board. Tracie also reported on the recent Super FAM that the staff just completed. There were 30 tour operators and journalists from Canada, France, Germany, Japan, the UK and the US. She thanked those in the room that assisted in hosting this FAM in their area.

Leigh reported on her recent trip to New York for Ski Utah’s promotional events. She was accompanied by Derek Mellus from the Utah Film Commission and attended a number of meetings with production executives including a meeting with Gordon Bowen who helped create the “Life Elevated” tag line. Leigh is hoping to have him come to Utah to present to the board possibly in April during the summer ad launch. Leigh also met with Lou Hammond and went on some desk-side visits with Clayton Scrivner of the Office of Tourism.

Directors Report

Leigh reported that Governor Herbert had a press conference this morning to announce that Forbes Magazine named Utah number one in business and careers. Spencer Eccles sent out an e-mail thanking all of the members of the team and the boards for all of their contributions to the activities that occurred that allowed us to get this number one ranking.

Leigh indicated that our office is trying to do a “127 Hours in Utah” campaign in connection with “127 Hours” going into theaters on November 5th. The movie has been in a number of film festivals including closing the London Film Festival later this month.

Leigh expressed sadness that Frank Jones has tendered his resignation effective the end of December. We will look at a reappointment at that time. She thanked him for the number of hours he has worked on behalf of the board and the state of Utah.

Leigh talked briefly about a couple of proposed policies for the board: One for conflict of interest issues as it relates to voting and the other, regarding acceptable attendance of board meetings. She asked the board to review the proposed policies and get back to her with their comments by the next meeting. These policies will be considered for a vote in November or December.

Public Comment

Nan Anderson expressed her excitement to be back in the tourism industry as the Executive Director for UTIC. She reported that UTIC is working on a new updated white paper to be called, “The State of the Tourism Industry” and a draft of that will be out in a couple of weeks. She also asked the board and partners in the room

to remember to thank the Legislature for their support to the tourism industry whenever they have interaction with the press. She also announced that the tourism conference will be held in Park City at the Canyons Resort May 11-13th and Tourism Day on the Hill will be held Wednesday, February 2nd.

Michael Johnson from the UHLA announced that the Legislative Dinner will be held, Wednesday, February 16th. More details will follow.

Steve Lindburg reported that Utah Valley University's enrollment now matches the University of Utah and it has a tourism program there.

Meeting adjourned.

The next board meeting will be held, Wednesday, November 10th in Provo.