

**Utah Office of Tourism
Board Meeting
Thursday, October 8, 2009 – 1:30 p.m.
Holiday Inn Express & Suites
217 South 100 East
Kanab, Utah**

Present

Board Members

Colin Fryer
Steve Burr
Peter Corroon
Joel Racker

Steve Lindburg
Geogianna Knudson
Bill Malone
Nathan Rafferty

Staff

Leigh von der Esch
Tracie Cayford

Dave Williams
Barbara Bloedorn

Guest

Paul Bingham
Jim Williams
Scott Bailey
Rick Maw
Colin Polis
Jim Sorenson
Red Oelerich
Susan Hand
Douglas Heaton
Kay Giles
Ann Cashen
James West
Danny Richardson
Steve Driggs
Pat Holmes
Nina Laycook
LeeAnn Chamberlain
Lloyd R. Laycook
Kelly Stowell

Thunderbird Foundation
Quail Park Lodge
Utah.com
Utah.com
Best Friends Annual Society
Kanab City
Outdoor Utah
Willow Canyon Outdoor
Kane County Commission
Kane County Office of Tourism
Kane County Office of Tourism
Holiday Inn Express/Kanab
UTIC
Struck
SLCVB
Kanab City Council
Maqui Cave
Laycook & Associates
Kanab Chamber of Commerce

Welcome

Colin called the meeting to order and thanked the Holiday Inn and the city of Kanab for their hospitality and for hosting our meeting. He also thanked the Amangiri resort for allowing the board to tour their facility before the board meeting. He then asked all of the attendees of the meeting to introduce themselves.

Kay Giles from Kane County Travel Council welcomed the board and staff to the area and thanked them for holding the board meeting in the area. She then turned the meeting over to Kelly Stowell, Kanab Chamber of Commerce President. Kelly gave a brief update on some local projects including the documentary "Return to Little Hollywood" that was created locally, The

Business of Art conference being held November 14th in Kanab and the first Southern Utah International Film Festival which will be held in Kanab, St. George and Springdale, September 16th – 25th, 2010.

Minutes

MOTION: Peter Corroon made a motion to approve the minutes of the September 10th board meeting held at Pineview Lodge at Wolf Creek Utah. Steve Lindburg seconded the motion. The motion passed unanimously.

Marketing Committee Report

- 1) Dave provided a handout of statistics generated from the re-launch of Utah.travel. The handout compared 2008 to 2009 on visits to Utah.travel, 800 calls, and travel guide requests.
- 2) Jeremy Chase and Steve Driggs gave a PowerPoint presentation of the interactive display buy. Some items covered in the presentation were the winter media investment recap, interactive media planning parameters, recommended sites, creative, tracking actions and possible next steps.

In the new ad campaign concept, Struck was asked by the board to make sure there are no legal issues with using the term “The Greatest” before the ads are released.

MOTION: Following a brief discussion of the interactive buy by the board, Peter Corroon made a motion to approve the online creative and winter buy as presented. Bill Malone seconded the motion and the motion passed unanimously.

- 3) Dave Williams presented a proposal of \$60,000 from Sundance for the sponsorship of the 2010 Sundance Film Festival. Dave indicated that the marketing committee was recommending funding the sponsorship at \$55,000 due to budget reductions.

MOTION: After some discussion regarding the proposal Steve Lindburg made a motion to approve \$55,000 for the sponsorship out of 2009/2010 TMPF special opportunities. Georgianna seconded the motion. The motion passed.

One of the board members suggested that the Sundance sponsorship should be considered a line item in the winter budget in the future instead of a special opportunity item.

Leigh indicated that five movies made in Utah had been submitted for the 2010 festival.

- 4) Dave presented a proposal of \$65,000 received from Outdoor Utah for postage for distribution of the Outdoor Utah Adventure Guide. Dave reported that the Marketing Committee is recommending funding at \$60,000.

MOTION: Bill Malone made a motion to fund \$60,000 for the above mentioned proposal to be funded out of the 2009/2010 Non-Winter budget. Joel seconded the motion and it passed unanimously.

Communications & Fulfillment

- 1) Tracie presented everyone a copy of the 2010 Utah Scenic Calendar. She indicated that 20,000 calendars were printed. She reported that for the first time the calendar is certified green. The calendars are \$11/each and \$8/each for 50 or more. Leigh thanked the UOT staff for their efforts to help reduce the costs of the calendar.
- 2) Tracie gave a brief update of the press generated by Lou Hammond.
- 3) The UOT is currently doing a Super FAM around the state with 20 journalists and tour operators from Germany, Japan, Switzerland, France and the UK.

Director's Report

- 1) Leigh indicated that she would like to meet with each board member individually to get their feedback on how they think the board is doing, can we do better, how we can go greener, and do we need to change the time and locations of the board meetings? She will send out a survey before the next board meeting.
- 2) Leigh reported that the Governor approved of two names for the chair and vice-chair positions of the UOT board. The names are Steve Lindburg for chair and Colin Fryer for vice-chair. Leigh indicated that a motion would be needed to approve these names.

MOTION: Peter Corroon made a motion to approve the names as shown above for chair and vice-chair. Nathan seconded the motion. The motion passed unanimously.

- 3) Leigh also asked the board members to consider committees of the board, regarding how many committees they should have & which ones, how many members should be on each committee and if you want to serve on a committee. She indicated that she would include these questions as well as some others in the survey that she will be sending out before the next board meeting.
- 4) Leigh reported that out of the remainder of the funds that were issued to Delta, they have authorized a luncheon for tour operators, travel agents and media to push the Tokyo and Paris flights. Partners can attend but it is a relationship meeting, not a selling meeting. They will also use a portion of the money to do a reception for the motion picture industry to push the flights as well. Leigh indicated that the motion picture industry reps are high end travelers.

Delta will also pay for a five minute ski promotion to be shown for the month of January on all of their flights.

Leigh will try to set up a meeting with the chair, vice-chair and Spencer Eccles to meet and greet and she will also try to put together a meeting with the governor to do a presentation on the marketing and return on investment.

New Business

- 1) Nathan Rafferty reported that Leigh and the film commission will be receiving the "2009 Common Good" Award October 22nd at Little America. Nathan handed out invitations to anyone that wanted to attend.

- 2) Steve Lindburg reported that the Lt. Governor spoke at the recent UHLA conference. Steve indicated that that the Lt. Governor seems very aware of the positive impact tourism has on us as a state, a culture, a destination and a financial engine and of the issues our industry faces.

Public Comment

Nina Laycook of the Kanab City Council thanked the board on behalf of the city for being here and the impressive statistics and reports they provided.

John Polis of Best Friends Animal Society reported that “Dog Town” on the National Geographic channel will start its 4th season in January and chronicles Best Friends work with dogs. Best Friends is also celebrating its 25th anniversary in 2009. He also reported that Best Friends brings in about 30,000 visitors to the area each year. John also offered to have the board tour the facility in the future and hold the board meeting there.

Paul Bingham reported that the Thunderbird Foundation for the Arts is in their 12th year and have preserved the Maynard Dixon Living History Museum. He thanked the board for coming to the area and invited them to host the board meeting at the museum sometime in the future.

Red Oelerich invited board, staff and partners to attend an adventure weekend down in the St. George area October 23rd – 25th. He asked for RSVP's as soon as possible.

One of the citizens of Kanab asked the status of the welcome signs into Utah. Leigh reported that it is a top priority of the chief of staff to convey to the department of transportation that the citizens of Utah are concerned. Stimulus money has been set aside and the bid has been let for the construction. She recommended that locals can help the cause by having your senator and representative contact the department of transportation to ask what the hold up is.

Leigh and the board thanked Kay Giles and Barbara for all of their efforts to make the day possible as well as the Holiday Inn for hosting the meeting.

Meeting adjourned.

The next meeting will be held, November 12th in Tooele.