

Utah Office of Tourism
Board Meeting
Thursday, December 10, 2009 – 1:30 p.m.
Salt Palace Convention Center, Room 254 B
100 S. West Temple
Salt Lake City, UT

Present

Board Members

Steve Lindburg
Steve Burr
Peter Corroon
Joel Racker
Pam Hilton
Jeff Robbins

Hans Fuegi
Geogianna Knudson
Bill Malone
Nathan Rafferty
John Holland

Staff

Leigh von der Esch
Tracie Cayford
Matt Morgan
Kelly Day

Dave Williams
Barbara Bloedorn
Lorraine Daly
Clayton Scrivner

Guest

Brock Vergakis
Pat Holmes
Scott Beck
Lou Hammond
Dana Dolsen
Sara Toliver
Rick Maw
Brad Smith
Red Oelerich
Riley Cutler
Chris Newton
Jeremy Chase
Charlie DeLorme
Danny Richardson
Larry Hansen

Associated Press
SLCVB
SLCVB
Lou Hammond & Associates
Utah Wildlife Resources
Ogden/Weber CVB
Utah.com
FMW
Outdoor Utah
GOED
Go-Utah.com
Struck/Axiom
San Juan County
UTIC
Pinnacle Marketing

Welcome

Steve Lindburg called the meeting to order and welcomed the UOT board, staff and visitors to the meeting. He thanked Scott Beck and Pat Holmes of the SLCVB and the Salt Palace for their hospitality. He then asked the board members, staff and visitors to introduce themselves.

Minutes

MOTION: Steve Burr made a motion to approve the minutes of the November 12th board meeting held at Miller Motorsports Park in Tooele. John Holland seconded the motion. The motion passed unanimously.

Marketing Committee Report

Dave Williams gave a brief update of the 2009-2010 Winter Ad Campaign through a PowerPoint presentation. Some of the items covered were: objectives of the interactive display buy, 2009 banner ad campaign stats, RUF analytics, and Utah.travel analytics.

Dave and the marketing committee asked that the board give the committee the authority to decide how to spend the remaining balance of the winter ad budget, which is approximately \$61,000. Some of the options that the marketing committee are looking at are: 1) partnering with Ski Utah for an on-mountain survey, 2) provide a deal on an online travel site to book a trip and get \$100 off your trip, 3) provide an online co-op program for a tri-lateral co-op with Orbitz or 4) put the remainder of the money into the ad buy.

MOTION: Peter Corroon made a motion to give the committee the authority to decide how to spend the remaining \$61,000 of the winter ad budget. After some discussion by the board, Peter amended the motion to give the committee the authority to decide how to disperse the money, provided the committee members notify the board of the final decision once it has been made. John Holland seconded the motion and it passed unanimously.

SLCVB Update & MPI Report

Scott Beck gave a PowerPoint presentation on the results of MPI, which was held July 11-14, 2009 in Salt Lake. There were 2,408 registered attendees, 7,222 total room nights and \$2.2 million generated to the area economy through lodging, dining, transportation, etc. Scott thanked the UOT board and staff for their sponsorship of the event.

Scott also briefly discussed the Meet in Utah campaign as well as the new Utah Association of Destination Marketing Organizations which replaces the previous Utah Travel Regions organization.

Communications & Domestic PR

Tracie Cayford introduced Lou Hammond of Lou Hammond & Associates who gave an update on domestic PR efforts through a PowerPoint presentation. Some of the items discussed were: monthly press releases, weekly value blasts, the visiting journalist program, FAM trips, social media, and desk-side visits. Lou also reported a 12-month ad value of \$1.98 million.

Tracie reported that the UOT is currently working on a new scenic byways guide and in March we will have new international planners in six languages including German, French, Queens English, Italian, Japanese, and Chinese.

Director's Report

Leigh reported that she made a presentation to the GOED board this morning providing current facts and figures, UOT goals and key performance indicators. She offered to provide a copy of the presentation to the UOT board so they can have the information readily available when talking to their legislator.

Leigh also indicated that our office, along with input from the board, has decided to change the

board meetings back to 10:00 a.m. beginning in January 2010. She provided a calendar with proposed times and locations for the board to review and discuss.

Leigh provided some photos of panels that will be created and permanently displayed at the Salt Palace above the doorway to promote Utah tourism.

Leigh thanked Pat Holmes with the SLCVB for hosting lunch for the board today. She also thanked the UOT board, and the staff, as well as all of the Utah partners for their hard work on behalf of the state.

Leigh presented a five minute Delta Air Lines in-flight video that was created from the Delta money set aside to promote direct flights to Tokyo. The video will be shown on all Delta flights in January to 1.2 million viewers.

New Business

Steve Lindburg reported the 2010 committees as follows:

Cooperative Marketing Committee: will be chaired by Hans Fuegi and he will be joined by Joel Racker, Georgianna Knudson, John Holland, and Frank Jones.

Marketing Committee: will be chaired by Colin Fryer, and he will be joined by Pam Hilton, Bill Malone and Nathan Rafferty.

Legislative Committee: will be Colin Fryer, Steve Lindburg and Steve Burr as well as Jeff Robbins and Peter Corroon as needed.

Public Comment

Charlie DeLorme from San Juan County expressed his appreciation to the UOT Board and staff for supporting the Asian Sales Mission in October. He also reported that at the World Travel Market in London and UK tour operators in UK and France reported sales increases for 2010 of 20-22% for the same time in 2009.

Dana Dolsen from the Dept of Natural Resources, Division of Wildlife, provided a handout that included economic impact numbers for wildlife-related recreation.

Brad Smith asked if the facts and figures that Leigh mentioned will be available on the Web site. She mentioned that Tourism at a Glance is available at travel.utah.gov and she referred him to a bullet point sheet that UTIC is creating.

Danny Richardson from UTIC is creating a newsletter with a PDF of the bullet points which will provide legislative information as it relates to tourism.

Pat Holmes thanked everyone for coming and offered to host another meeting in 2010.

Leigh reminded the board and visitors that there will be a marketing meeting, January 14th immediately following the next UOT board meeting. All partners and board members are welcome.

The next UOT board meeting will be held, January 14th in Salt Lake City.

Meeting adjourned.