

**Utah Office of Tourism
Board Meeting
Thursday, March 19, 2009 – 1:30 p.m.
Copper Room – 1st Floor – East Senate Building
350 North State Street
Salt Lake City, UT**

Present

Board Members

Kim McClelland
John Holland
Colin Fryer
Steve Burr
Hans Fuegi
Bob Bonar

Bill Malone
Steve Lindburg
Peter Corroon
Jeff Robbins
Georgianna Knudson

Staff

Leigh von der Esch
Tracie Cayford
Lorraine Daly
Jason Perry
Jim Buchanan
Rebecca Katz
Riley Cutler

Barbara Bloedorn
Kelly Day
Matt Morgan
Andrea Street
Dominic Brown
Patti Denny
Sophia DiCaro

Guest

Jeremy Chase
Steve Driggs
Scott Beck
Sara Toliver
Pat Holmes
Joel Racker
Barbara Riddle
Danny Richardson
Brice Wallace
Monique Bailey
Raelene Davis
Rick Maw

Struck Creative
Struck Creative
Salt Lake CVB
Ogden/Weber CVB
Salt Lake CVB
Utah Valley CVB
Davis Area CVB
UTIC
Deseret News
Outdoor Utah
Ski Utah
Utah.com

Welcome

Kim McClelland welcomed the board, staff and guests to the meeting and had everyone in the room introduce themselves. Kim took a moment to thank Jason Perry, Executive Director of the Governor's Office of Economic Development (GOED) for joining our meeting. He also thanked him as well as the governor for their efforts on behalf of the UOT during the legislative session.

Minutes

MOTION: Steve Burr made a motion to approve the minutes of the February 12th meeting held in Ogden. John Holland seconded the motion and it passed unanimously.

Legislative & Budget Report

Jason Perry gave a brief overview of the legislative session including budget cuts in the operation budgets. He indicated that he did not anticipate losing anymore staff in GOED at this point but agency cuts ended up at 15% overall. He also briefly discussed legislation for Healthcare Reform, Energy, Alcohol Reform, Transportation, Education, USTAR, and grants for new home purchases as well as secret ballot provisions for union organizations. He also indicated that the state would receive \$86,000,000 in stimulus money from the federal government of which \$15,000,000 would be used for a film tax credit. He is hopeful that the tax credit will help encourage the relocation of a production studio to Utah.

Jason then introduced Riley Cutler who has recently been hired to work closely with the Outdoor Industry Association on the outdoor product. Some of his duties will include working with public lands, tourism and outdoor recreation and involvement with an outdoor recreation taskforce advisory group.

Mayor Corroon indicated that at the Economic Development Corporation Board meeting it was suggested that EDCU work more closely with the Office of Tourism.

Co-op Marketing Committee Report

Hans reported that the co-op committee will be looking at potential changes to the co-op program following the results of a survey to the Co-op partners to establish intent for the upcoming round. Possible changes include lowering the cap and changing the current 1:1 match. There is currently \$32,152 remaining in the current fund to be used in the next round as well as \$1,400,000 which will be available from the legislature in July 2009. Applications for the next round are due the end of June 2009.

Marketing Committee Report

Steve Lindburg reminded everyone that we are a couple of weeks out for the launch of our non-winter season. He encouraged everyone to be on the look out for the ad launch on TV. He indicated that the alcohol legislation has been very positive for Utah and has given us a lot of visibility which will benefit us from a marketing perspective. He also indicated that hotel reservations are up on the weekends.

Struck Presentation: Jeremy Chase and Steve Driggs of Struck, gave a brief summary of the non-winter media plan. Their report indicated that the national cable ads will begin running March 30th and the spot market will begin May 4th. Print ads will run April-July and the interactive campaign will begin March 16th. They presented a sample of the interactive piece which they hope will help drive traffic to Utah.travel and the experience planner.

Leigh thanked Dave Williams and Struck for their efforts on the ad campaign as well as Lorraine Daly, Clayton Scrivner, Tracie Cayford and Matt Morgan for our added value pieces which are being done in house.

Jeff Robbins asked if the UOT could consider doing some sort of advertising/promotion around the Vancouver Olympics.

New Business

MPI Update: Scott Beck, President and CEO of the Salt Lake Convention and Visitors Bureau, thanked the UOT board and staff for all of their efforts to encourage tourism in Utah.

Scott gave an overview from the MPI World Education Congress and Salt Lake Host City Promotional Lunch that was held in Las Vegas last August. The WEC conference had 4,500 attendees which was the largest gathering of meeting and event professionals in MPI's history. The Salt Lake promotional lunch had 2,600 attendees during the luncheon and presentation. The SLCVB in conjunction with the UOT as well as other sponsors hosted the luncheon and presentation. The luncheon allows next year's host city to promote their area to the attendees of the conference. Home grown local Utah products were served and Utah was promoted through imagery, sound and film. The 2009 WEC will be held in Salt Lake City, July 11th – 14th at the Salt Palace. MPI is projecting 3,800 attendees in 2009.

Director's Report

Budgets: Leigh gave a brief overview of the 2008/2009 marketing advertising budget as well as the 2009/2010 appropriation for the Tourism Marketing Performance Fund. A breakdown of the funds available for Co-op marketing, non-winter and winter promotion as well as special opportunities were discussed. Handouts were provided to the board.

Retreat Planning: Leigh reviewed the schedule for the retreat being held in St. George April 16th and 17th. She asked the board for any items they would like to see on the agenda. She noted that partnerships, co-op marketing, advertising, committee structure, and board policies will be discussed.

Governor's Economic Summit: Leigh also reminded the board that the Governor's Economic Summit will be held Monday, March 30th at 8:00 a.m. at the Grand America. She invited the board and partners in the room to attend and to be sure to contact Barbara in our office if they would like to attend.

Miscellaneous

- Leigh recognized Jason Perry who was named by Utah Business Magazine as one of eight of Utah's CEO's of the Year.
- Ken Burns, a renowned documentary filmmaker, will be screening his new movie on National Parks in September. This may be a special opportunity for local advertising or cross advertising to brand Utah.
- Leigh called attention to articles in the board packets that were generated through domestic and foreign PR work. Leigh thanked Dominic, Rebecca, Patti, Clayton and Tracie for their efforts as well as our partners around the state who help with lodging, covering meals and setting up tours when the FAMS come to Utah.
- The planning is ready to begin on the Tokyo flight. The first flight will be June 3, 2009.

Communications Report:

Tracie and Leigh gave a brief summary of the domestic PR for the month of February. Reports from Lou Hammond were provided in the board packets.

Public Comment

- Northwest is increasing their daily flights and Delta is decreasing their daily flights to Salt Lake. International flights have remained flat.
- There was a positive ad in the New York Times last week with the governor and the new liquor legislation.
- The official announcement of a new Ironman race by the World Triathlon Corporation (WTC) to be held in Utah in May of 2010 took place yesterday in St. George.
- There was a quarter-page ad in the New York Times recently on sports. It gave Utah great exposure.
- Paris flights will be twice a day with Northwest and Delta in the near future.
- Beginning July 1st, Delta will begin a direct flight from Sydney to LA which opens up the market for the ski industry. It is Utah's third largest international ski market. Delta prices for Sydney have gone down considerably.
- Joel Racker gave a brief update on consumer shows.
- Danny Richardson reminded the board and partners that the Tourism Conference will be held May 13-15, 2009 at the Davis Conference Center.

Meeting adjourned.

The next board meeting will be a board retreat held in St. George, April 16th and 17th.