

**Utah Office of Tourism
Board Meeting
Friday, April 17, 2009 – 11:00 a.m.
Courtyard by Marriott – Grand Canyon Room – 1st Floor
185 South 1470 East
St. George, UT**

Present

Board Members

Colin Fryer
John Holland
Steve Burr
Georgianna Knudson
Bob Bonar

Hans Fuegi
Peter Corroon
Jeff Robbins
Pam Hilton
Bill Malone

Staff

Leigh von der Esch
Tracie Cayford
Barbara Bloedorn

Dave Williams
Kelly Day

Guest

Roxie Sherwin
Kevin Lewis
Michelle Clements

St. George CVB
St. George CVB
St. George CVB

Welcome

Colin Fryer called the meeting to order and welcomed the board and staff to St. George, Utah. He then asked everyone attending the meeting to introduce themselves to the group.

Leigh thanked Roxie Sherwin and her office on behalf of the UOT for all of their help with promoting the state.

Roxie gave an update on the Ironman race being held in St. George in May 2010 by the World Triathlon Corporation (WTC). She reported that registration began March 18th and St. George is anticipating a minimum of 10,000 room nights due to the event.

Roxie also gave a brief update of other activities that her office is involved in and their marketing efforts.

Minutes

Bill Malone made a motion to approve the minutes of the March 19th meeting held in Salt Lake. Hans seconded the motion. The motion passed unanimously.

Co-op Marketing Committee Report

Hans reported that approximately \$2,300,000 in co-op marketing funds was awarded in the last round of funding and approximately \$1,400,000 is available for FY 09/10. Hans thanked Kelly for all of her hard work in tracking and reporting the funds.

He reported that an email survey went out to all partners to get an idea of how many will be applying for funding and at what level in the next round. Based on the survey results, he expects to receive between \$2.5 and \$2.6 million dollars in applications.

The Co-op Committee met earlier today to discuss possible program changes in light of the reduced FY 09/10 budget. One change the committee is recommending at this time is to lower the cap for individual co-op marketing applications from \$250,000 to \$175,000. Other changes may be recommended once the applications have been received. Kelly Day indicated that the deadline for applications for the next round of funding is June 25th.

MOTION: Bob Bonar made a motion to lower the cap from \$250,000 to \$175,000 as outlined above. Pam Hilton seconded the motion. After some detailed discussion by the board it passed unanimously.

Marketing Committee Report

Dave Williams reviewed the draft of the upcoming marketing budget. Items that were discussed included special opportunity requests for the MPI, the travel guide reprint, Sundance, Western Legends, the Ogden Valley Balloon Festival, the Moab Music Festival and the Sportsmen for Fish & Wildlife. Dave requested that the board discuss each item individually and vote on the special opportunities prior to approving the marketing budget.

There was some concern from the board about approving special opportunities this soon in the year or committing money before the final budget numbers are available from the 2008/2009 Fiscal Year. Dave reminded the board that there are still some non-committed funds in the winter and non winter budgets for the current fiscal year.

Dave also mentioned that Ski Utah would like to ask for \$50,000 for poly bagging their winter planner. Normally that would come out of the UOT operations budget but the marketing committee discussed taking it out of the 2009/2010 winter ad budget. Dave indicated that a formal request has not been received from Ski Utah yet.

It was suggested that in the future the board should consider not committing to funds outside of the current budget year.

MOTION: After a detailed discussion regarding the special opportunity budget, Steve Burr made a motion to approve all of the above mentioned special opportunity requests as outlined in the proposed 2009/2010 marketing budget and added that the board needs to develop a more refined policy regarding special opportunity requests in the future. Bob Bonar seconded the motion.

After further discussion by the board, Steve refined the motion to fund MPI for \$225,000, the Ogden Valley Balloon Festival for \$20,000 and the Moab Music Festival for \$20,000. The other items (Sundance, Western Legends, & the Sportsman for Fish & Wildlife) will remain in the budget as place holders until a formal request is made for the boards' consideration. The board voted on the motion, Colin Fryer opposed, Peter Corroon abstained and the motion passed.

Colin asked if there was any interest in making a motion to approve the Strategic Plan.

MOTION: After reviewing the Strategic Plan, Bill Malone made a motion to approve the plan to include changing the wording in the last paragraph on page 10, from establish a prominent office location, to maintain a prominent office location. Peter Corroon seconded the motion. The motion passed unanimously.

Colin then called for a motion on the proposed Marketing Budget for 2009/2010 fiscal year. Colin indicated that there will probably be more changes in the budget as the year progresses. Dave also added that those entities asking for special opportunity funds will need to make a formal request in writing to be considered by the board.

MOTION: John Holland made a motion to approve the 2009/2010 Marketing Budget as outlined above. Jeff Robbins seconded the motion. The motion passed unanimously.

Miscellaneous

- Leigh reported that she is working on language for a new policy regarding board member reimbursements for the boards' approval at the next meeting.
- Leigh also indicated that a policy needs to be created regarding the use of stock footage and asset videos. The UOT will work with the states' legal department to craft a policy. Currently the videos are not being used for commercial use.
- GOED is working with EDCU on some sort of partnership regarding advertising the state.
- Leigh gave a brief update on the status of board appointments. She indicated that Kim McClelland and Bob Bonar have requested not to be reappointed for another term. Their terms end in July, 2009. New appointment recommendations will be put on the legislative calendar in the next special session. Leigh asked the board to consider recommendations for a new chair and vice-chair once the new appointments are made.
- Leigh thanked Dave, Tracie, Kelly and Barbara as well as the rest of the UOT staff for all of their hard work to prepare for the board retreat.

Meeting adjourned.

The next board meeting will be held Wednesday, May 13th in Layton.