

**Utah Office of Tourism
Board Meeting
Wednesday, May 13, 2009 – 3:30 p.m.
Davis Conference Center – The Zephyr Room
1651 North 700 West
Layton, UT**

Present

Board Members

Kim McClelland
Hans Fuegi
Peter Corroon
Jeff Robbins
Pam Hilton
Bill Malone

Colin Fryer
John Holland
Steve Burr
Georgianna Knudson
Bob Bonar
Steve Lindburg

Staff

Leigh von der Esch
Tracie Cayford
Barbara Bloedorn
Rebecca Katz
Dominic Brown
Gael Hill

Dave Williams
Kelly Day
Matt Morgan
Patti Denny
Jim Buchanan

Guests

Lou Bartell
Denise Miller
Sara Toliver
Jason Giles
Katie Barr Cornish
Lou Hammond
Michael Johnson
Harold J. Lyman
Brad Thompson
Mike Gorrell
Albert Jennings
Yolanda Fletcher
Joyce Kelly
Michelle Clements
Bruce Fullmer
Kevin Lewis
Ruth Hines
Monique Beeley
Red Oelerich
Chip Smith
Elisabeth Brown
Chris Newton
Joan Hammer
Bob Wassom
Brad Smith
Marian Delay

Canyonlands Ballooning
SMARI
Ogden/Weber CVB
Heber Valley Chamber/CVB
Lou Hammond & Associates
Lou Hammond & Associates
UHLA
San Juan County
Rock Mtn. Hospitality & UHLA
Tribune
UOT Germany/Get It Across
UK Rep UOT/Cellet
St. George Convention & Tourism
St. George Convention & Tourism
Garfield County Tourism
St. George Convention & Tourism
Outdoor Utah
Outdoor Utah
Outdoor Utah
Soar Communications
Ski Utah
Go-Utah
Box Elder County Tourism
Freelance Writer
Foremost West
Moab Area Travel Council

Guests

Mitch Moyes	Crossroads of the West NHD
Dell LeFevre	Garfield County Commission
Cindy Maloney	Kane County
Steve Driggs	Struck
Jeremy Chase	Struck
Jann Abrams	Utah Castle Country
Julie Hollist	Cache Valley Visitors Bureau
Kathy Hanna Smith	Utah's Castle Country
Becki Lewis	Zion & Bryce National Park Lodges
Kami Terry	Utah Shakespearean Festival
Kay Giles	Kane County Office of Tourism
Jo Sojourner	Wayne County Travel Council
Maria Twitchell	Cedar City – Brianhead Tourism
Susan Taylor	San Juan County Economic Dev.
Charlie DeLorme	San Juan County Economic Dev.
Scott Beck	Salt Lake CVB
Pat Holmes	Salt Lake CVB
Connie Marshall	Alta Ski Area
Jessica Kunzer	Ski Utah
James Thayer	Local Matters, Inc.
Dana Dolsen	Utah Division Wildlife Resources
Michael Mahoney	RUF Strategic Solutions
Dean R. Cook	BW Zion Park FNN/Zion Canyon VB
Rick Maw	Utah.com
Ryan Kirby	Utah.com
Barbara Riddle	Davis Area CVB

Welcome

Kim called the meeting to order and welcomed all of the visitors to the board meeting as well as the tourism conference. He also thanked Barbara Riddle and her staff from Davis Area CVB, Davis County and the Davis Conference Center for their hospitality.

Kim then asked everyone attending the meeting to introduce themselves to the group.

Minutes

MOTION: Hans Fuegi made a motion to approve the minutes of the April 17th board meeting held in St. George. Bob Bonar seconded the motion. The motion passed unanimously.

MOTION: Pam Hilton made a motion to approve the minutes of the April 16th and 17th board retreat held in St. George. Colin seconded the motion. Steve Burr asked for confirmation that the traveler spending reported by the GOPB was \$7 billion and not \$7 trillion in the first paragraph on page three of the minutes. Dave Williams confirmed that it should be \$7 billion and the minutes will be changed if needed to reflect that. The motion passed.

Marketing Committee Report

Steve Lindburg indicated that with the recent reduction in funding the committee and the board need to find greater efficiencies and stronger ways of leveraging the assets to reach as many if not more people nationwide and continue to send the message about Utah as a destination.

Dave Williams introduced Denise Miller of SMARI who has been contracted by the UOT to track ad effectiveness.

SMARI Research Update: Denise reported on the initial results of the 2008-2009 winter campaign compared to the 2007-2008 winter campaign. Some of the key points from the report were:

- TV & overall awareness are up significantly from last year despite nearly equal spending.
- Winter travel seems to be down, but the Utah ads managed to break through & influence travel – and even seemed to lessen the negative impact of the economic conditions.
- The new creative approach and use of two TV ads influenced travel.
- Utah visits this year seem to be more about skiing and less about vacation luxuries.
- Higher awareness and stronger incremental travel led to a considerably higher number of incremental Utah winter trips & a stronger economic impact despite lower visitor expenditures.
- Similar media spending, coupled with this stronger economic impact resulted in a much stronger ROI than last year.

Tax ROI

Total Economic Impact	\$560,594,119
Total Taxes Generated	\$44,567,232.45
Media Expenditures	\$2,271,929
Tax Return on Investment	\$20

	2007-2008	2008-2009	% Increase
Tax ROI	\$13	\$20	54%

Denise expressed the importance of advertising in a down market or when the economy is bad.

Struck Contract: Steve Lindburg reported that the marketing committee and the UOT are currently in negotiations with Struck to increase efficiencies. More information will be shared with the board at a later time.

Ski Utah Request: Dave Williams along with the marketing committee, made a recommendation to fund \$50,000 out of the 2009-2010 winter advertising budget for Ski Utah to be used to poly-bag the new Winter Vacation Planner in the October issue of SKI magazine.

MOTION: Steve Lindburg made a motion to approve the funding for Ski Utah as outlined above. Peter Corroon seconded the motion. The motion passed unanimously.

Communications Update

Leigh von der Esch introduced Lou from Lou Hammond & Associates. Her company has a domestic PR contract with the Utah Office of Tourism.

Lou Hammond and Katie Barr Cornish gave a brief PowerPoint presentation on what their office is doing to promote Utah. Some of the items discussed were: recent press releases and clips, the visiting journalists program, visits to Utah, upcoming press trips, trends and outreach, their media list and photo & video library, hot tips, editorial calendars, louhammond.com media site, Twitter, media events and appointments, conference calls and monthly activity reports.

Media & Public Relations Overview

Tracie Cayford gave a brief update. She indicated that as is customary, the tourism conference is held during National Tourism Week. As a kick off to the conference, Grant and Amanda of KSL News Radio will broadcast live the first day of the conference (tomorrow). There will be a lot of media coverage and the Hall of Fame awards will be highlighted. Tracie also reported that there will be a Domestic FAM coming soon that will highlight the parks of the Southwest and there are media FAMs coming up for Germany, France and China.

Director's Report

Steve Lindburg took a moment to recognize Kim McClelland and Bob Bonar for outstanding service as UOT board members. Their terms will end July 2009.

Leigh von der Esch also recognized Kim and Bob for their efforts and presented them each with a plaque honoring their service. She expressed her great appreciation for all of their hard work on behalf of the UOT and the state.

Kim and Bob received a standing ovation by everyone in the room.

Bob Bonar expressed his great appreciation for the opportunity to serve on the board. Every minute was fun and exciting and it was a fantastic learning experience. He thanked the Office of Tourism, the board and the local tourism industry for their help and the great job that they do.

Kim McClelland took a moment to convey to everyone that being on the board has been one of the greatest experiences of his professional life. It has expanded his perception of what we do in this state and in tourism all across the country. He appreciates the friendships and relationships and it has been a phenomenal, rewarding experience. A lot of people worked very hard to get us here today. Everyone should be extraordinarily proud of the brand that we have created and the recognition we have as a truly recognizable and important destination. The board and the staff of the UOT have done an unbelievable job. He expressed his appreciation for the opportunity to be a part of the success.

Public Comment

Barbara Riddle reminded everyone to please come to the opening dinner of the tourism conference being held that evening in Pioneer Village at Lagoon.

Meeting adjourned.

The next board meeting will be held June 11th in Price, Utah.