

**Utah Office of Tourism
Board Meeting
Thursday, June 11, 2009 – 1:30 p.m.
College of Eastern Utah – Prehistoric Museum
155 East Main Street
Price, UT**

Present

Board Members

Colin Fryer
Hans Fuegi
Bill Malone
Frank Jones

Steve Lindburg
John Holland
Peter Corroon

Staff

Leigh von der Esch
Dave Williams
Kelly Day

Barbara Bloedorn
Tracie Cayford
Jim Buchanan

Guest

Pat Holmes
Jeremy Chase
Steve Driggs
Ryan Kirby
Danny Richardson
Monique Beeley
Red Oelerich
Collin McRann
Tina Carter
Christine Watkins
Kathy Hanna Smith
Joe Piccolo
Mike Mahoney
Chris Perkins
Michael Cohen
Raelene Davis

Salt Lake CVB
Struck Creative
Struck Creative
Utah.com
UTIC
Outdoor Utah
Outdoor Utah
Sun Advocate
Emery County Travel Bureau
Utah State Legislature
Utah's Castle Country
Price City Mayor
RUF Strategic Solutions
Blitz Media
Blitz Media
Ski Utah

Welcome

Colin Fryer called the meeting to order and welcomed the UOT board, staff and visitors to the board meeting. He also thanked everyone at the museum, Kathy Hanna Smith and everyone in Price for hosting us in their area.

Kathy Hanna Smith, Mayor Piccolo, Tina Carter, and Representative Watkins each took a moment individually to thank the board for coming to Carbon and Emery counties and for all of the efforts on their behalf to promote the state and their areas.

Colin then asked all of the visitors to the meeting to introduce themselves.

Minutes

MOTION: John Holland made a motion to approve the minutes of the May 13th meeting held in Layton. Hans Fuegi seconded the motion. The motion passed unanimously.

Marketing Committee Report

Sportsmen for Fish & Wildlife Request: Steve Lindburg and the marketing committee made a recommendation to fund \$75,000 out of the special opportunities budget for the 4th Annual Western Hunting & Conservation Expo request to support and aid marketing efforts to improve and assure attendance of the convention. The original request was for \$85,000.

MOTION: Steve Lindburg made a motion to approve the request for \$75,000 as outlined above, Bill Malone seconded the motion. After some discussion, the motion passed unanimously.

Dave Williams introduced Michael Cohen and Chris Perkins from Blitz Media.

Blitz Presentation: Michael of Blitz gave a PowerPoint presentation to show that the UOT is being aggressively and effectively represented in media selection and negotiation and that other entities are not paying less for their media buys.

The presentation covered such things as the mission statement, the target audience, growth of investment and rates comparisons from 2008 to 2009, national cable rates for UOT compared to other tourism offices and national advertisers as well as the local markets. Blitz indicated: 1) On a same-program basis, the UOT paid less on spot rates on national cable networks over last year, 2) In comparison to other tourism groups with similar or larger budgets the UOT paid less for national cable media buys and 3) In local markets the UOT paid less than last year and less than other advertisers.

Dave Williams introduced Mike Mahoney of RUF Strategic Solutions.

RUF Presentation: Mike from RUF gave a PowerPoint presentation demonstrating the database that they have created for the UOT to manage the customer data that has been collected. He demonstrated how comparisons are done through clusters to classify the inquiries by income, age, families or couples without children, etc. also home owners, marital status as well as geographic, hobbies, politics, travel, media usage, etc. He showed a comparison between the first profiles that RUF did in 2006 to the latest profile done to include inquiries through 2008. A copy of the PowerPoint was provided to the board.

Leigh indicated that it would be nice to see a comparison report by county as it relates to the cooperative marketing program and share this information with our partners as they attend their coop application interviews.

Directors Report

- Leigh spoke briefly about the Travel Promotion Act. She asked that our partners write letters to Senators Hatch and Bennett to help support this.
- Leigh gave a brief update on the recent inaugural flight to Tokyo which took place June 3rd. We hosted a tourism luncheon and a dinner with great participation with delta reps and Japanese tour company owners. It was a great success with good participation.

- **Communications & Travel/Trade Update:** Tracie Cayford indicated 1) that Japanese tour operators are slated to come to Utah on the new Tokyo flight this week. Our office will do a statewide FAM with them. She also indicated that we have received significant media coverage due to the new Tokyo flight which includes local and national press. 2) We have also had a lot of press relating to the tourism conference. 3) We are working with Lou Hammond on other press releases of summer offerings, Park City offerings, summer outfitters release, and will be highlighting Utah rodeos in July. 4) A Super FAM came through Price recently. 5) A German journalists FAM will be coming next week. 6) We are getting lots of press clips from our national PR efforts which she passed around for the board to see.

Public Comment

Pat Holmes gave a brief update on MPI which will be held July 10th through the 14th in Salt Lake. She indicated that there are currently 1500 registrants but is expecting late registrants and is hoping registration will double within the next two weeks. Pat invited the board members to participate in all of the MPI events.

Leigh asked the group to give Colin Fryer and Red Cliffs Lodge a round of applause for receiving best in state for hotel/lodging in Utah.

Colin congratulated Danny Richardson from UTIC and the UOT for a successful tourism conference.

Bill Malone announced that the Park City Chamber just received accreditation as a destination marketing organization by Destination Marketing Association International. They are the first DMO in Utah to receive accreditation as well as one of the first 93 in the world to receive it.

Bill also announced that Hans Fuegi will be receiving the Myles Rademan Spirit of Hospitality Award at the Park City Chamber/Bureau annual meeting on July 16th.

Meeting adjourned.

The next board meeting will be held Thursday, August 13th in Salt Lake.