

**Utah Office of Tourism
Strategic Planning Meeting
Hilton Salt Lake City Center
255 South West Temple
Granite Conference Center, 1st Floor
Salt Lake City, UT
June 26, 2007 – 1:00pm**

Present

Board Members

Kim McClelland
Colin Fryer
Bob Bonar
Bob Syrett
Hans Fuegi
Mayor Peter Corroon

Steve Burr
Shelleice Stokes
Georgianna Knudson
Steve Lindburg
Pamela Hilton
Jeff Robbins

Staff

Leigh von der Esch
Tracie Cayford
Kelly Day

Barbara Bloedorn
Mike Deaver
Stan Nance

Welcome

Kim welcomed the UOT board and staff to the meeting. The board thanked Steve Lindburg and his staff for hosting the meeting and for a wonderful lunch.

Operations Budget

Kim asked Leigh to do an overview of the operation budget for the UOT. Leigh stressed that the operations budget is married to the advertising budget.

Leigh reviewed the budgets including; administration, research, tourism trade, and publications/fulfillment.

Mike reviewed the marketing/advertising budget. The marketing committee will review the advertising initiatives list and bring their recommendations to the next board meeting on August 10th.

Web Committee Packet

Steve Lindburg gave a brief update on the progress of the web committee. Steve indicated that at the next committee meeting, Struck would give a presentation on what would be involved if the UOT were to create their own site as far as cost, timeline, effort, etc. After the presentation the committee will be ready to give a recommendation to the board.

Facts & Figures, 10-Point Card

The UOT created a quick reference to include what the board can go and speak to the Legislature about and the strong points regarding the effectiveness of the advertising money that has been spent. This information will be distributed to the board for their feedback. It was recommended that the information should also be shared with the county chairs as well.

Process for Strategic Plan

Leigh asked for feedback from the board on the definition of a strategic plan. (Hawaii & Arizona Strategic Plans were shown as examples)

- What do you want for a Strategic Plan? How do you want the information conveyed and do you want a 3-year, 5-year or a 10-year plan?
- Where is our budget?
- Are the mission statement and the primary objectives still realistic?

Board and Staff Feedback Included:

- Simple and manageable
- Look at where we have been/12-24 month strategic or marketing initiative vs. 5 year business plan.
- Keep on tasks
- Have no more than 2-3 year goals
- Keep and or increase funding to increase visitors
- Action steps to accomplish objectives (purpose, product & clientele)
- Meet with our legislature & keep them current with status
- Create a mission statement - provides guidance & sets the framework for goals
- Flexible, nimble life cycle
- 5 year plan minimum
- Important to have goals
- Flexible/a working document – like the Arizona plan (shows results for each year)
- Hire consultant and create with a reasonable number of partners – inexpensive
- Set goals, set KPI and how to measure back – simple and usable
- Set clear, primary objectives – use those every time a decision is made
- Create committee descriptions with clear cut duties, roles and goals
- Roles, goals & expectations
- Outcomes – assign a life to it
- Develop criteria for spending process
- Client/partners
- Optimistic, aggressive, plan the best case scenarios
- Actions to push the brand
- Brand the State
- Increase visitors to the state – manage process
- Set guiding principles – simple and manageable – easily readable by clients
- Road map – where are we going and why are we going there
- Consultant - could this be a project for an intern?
- Hire a scribe
- Define a new mission (brand the state, increase the image of the state & bring as many people to the state and have them have as good of an experience as possible)
- Objectives: Increase CRT tax revenue by 50 or 100% or the highest in the nation, have Utah recognized as the number one destination in the Continental United States, eliminate all identifiable barriers.
- Spend a small amount of money for strategic plan
- Goals: keep and/or increase funding, increase visitors, quality vs. money, hospitality
- Fundamental reason for existence

Action Item: The UOT office was requested by the board to refine the mission statement, and come up with the primary objectives and present it to the board for input and a starting point. The board was in agreement. The board will receive something to review before the August 10th board meeting.