

**Utah Office of Tourism  
Board Meeting  
Thursday, August 13, 2009 – 1:30 p.m.  
Utah State Capitol, Room 130, 1<sup>st</sup> Floor  
350 North State Street  
Salt Lake City, UT**

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**Present**

**Board Members**

Colin Fryer  
John Holland  
Pam Hilton  
Steve Burr

Hans Fuegi  
Frank Jones  
Geogianna Knudson  
Bob Bonar

**Staff**

Leigh von der Esch  
Kelly Day  
Matt Morgan  
Dominic Brown  
Gael Hill

Tracie Cayford  
Lorraine Daly  
Patti Denny  
Rebecca Katz  
Jim Buchanan

**Guest**

Pat Holmes  
Jeremy Chase  
Ryan Kirby  
Danny Richardson  
Red Oelerich  
Mike Gorrell  
Nathan Rafferty  
Jim Grover  
Michael Johnson  
Riley Cutler

Salt Lake CVB  
Struck Creative  
Utah.com  
UTIC  
Outdoor Utah  
Salt Lake Tribune  
Ski Utah  
GOPB  
UH&LA  
GOED

**Welcome**

Colin Fryer called the meeting to order and welcomed all attendees. He then asked everyone in the room to introduce themselves.

**Minutes**

**MOTION:** John Holland made a motion to approve the minutes of the June 11<sup>th</sup> board meeting held in Price, Utah. Hans Fuegi seconded the motion and they passed unanimously.

**Co-op Marketing Application Recommendations**

Hans thanked the co-op committee members as well as Kelly Day, Dave Williams, and Leigh von der Esch for their assistance and efforts during the 7<sup>th</sup> round of the co-op marketing application and interview process.

After a brief explanation of the rating system for the applications, Hans and the committee recommended funding 32 of the 52 applications received as follows:

## RECOMMENDATIONS

Applicant	Amount Approved
Bear Lake Valley CVB	\$3,600.00
Bear River AOG	\$9,000.00
Box Elder County Tourism Office	\$7,876.80
Cedar City/Brian Head Tourism Bureau	\$19,125.00
Davis Area CVB	\$71,175.00
Foothill Cultural District	\$4,500.00
Heber Valley Chamber CVB	\$27,000.00
Kane County - Office of Tourism	\$8,550.00
Kimball Art Center	\$9,000.00
Moab Area Travel Council	\$157,500.00
National Ability Center	\$11,025.00
Ogden Valley Business Association	\$4,950.00
Ogden Weber CVB	\$12,675.00
Ogden Weber CVB	\$42,795.00
Park City CVB	\$175,000.00
Red Rock Golf Trail	\$38,700.00
Salt Lake CVB	\$132,300.00
Salt Lake CVB-Meet in Utah	\$36,090.00
San Juan County Econ. Dev. & Visitors Bureau	\$20,547.00
San Juan County Econ. Dev. & Visitors Bureau	\$13,709.25
Sandy Chamber of Commerce	\$22,950.00
Sevier County Tourism	\$2,587.50
Ski Utah	\$175,000.00
Snowbird Renaissance Center	\$18,000.00
St. George Area CVB	\$90,000.00
Sunparks, Inc.	\$38,997.50
Thanksgiving Point	\$52,200.00
This is the Place Foundation	\$64,800.00
Utah Shakespearean Festival	\$112,183.00
Utah Valley CVB	\$3,375.00
Wayne County Travel Council	\$37,242.07
Zion Country Action Tours/St. George Area CVB	\$28,000.00
<b>Total:</b>	<b>\$1,450,453.12</b>

**MOTION:** After a brief discussion by the board on the application process Pam Hilton made a motion to approve the applications as outlined above. Bob Bonar seconded the motion. The motion passed unanimously.

## Marketing Committee Report

Jeremy Chase from Struck Creative gave a brief PowerPoint presentation to include updates on:

- The Ski Utah vacation planner ad
- The nearby radio campaign overview (ads to play in LA, Denver, Grand Junction & Boise)
- Utah.travel re-design (expand content to include more photos, maps, weather feature, news/headlines, social media, more search engine friendly, access for mobile devices & expanded content management tools). Site launch planned for end of August.

## Communications & Fulfillment

Leigh and Tracie gave kudos to Matt Morgan for his efforts on the scenic calendar. The 2009 calendar was number one in the nation and received a number of awards last year. Matt has been very instrumental in reducing the cost to create the calendar.

- Scenic Calendar – Scott Hardy (calendar designer) lowered his bid this year due to our budget cuts. Also, due to Matt Morgan's efforts in-house it will save printer costs for the 2010 scenic calendar. Photographers have agreed to lower their cost for photo usage as well. Matt & Scott are working on getting the content to the printer and press checks should start next week. If all goes as planned, the calendar should be printed and ready for distribution late August. Costco and Barnes & Noble are being contacted for possible sales distribution. (20,000 to be printed)
- Travel Guide – The guide is now in process of being reprinted now that a letter from the new governor has been received. (50,000 to be printed)
- Postage Policy – The policy is being reviewed for implementation of new/lower rates. (Goal to go back to standard rate rather than first class beginning September 1<sup>st</sup>)
- FAM Tours – 27 Domestic and international FAMS are scheduled for the fiscal year through this fall. A schedule is included in the board packets.
- Travel Trade – UOT is scheduled to attend ITB Asia, NTA in Reno and WTM in London.
- New Websites – New German website launched June 2009 – [goutah.de](http://goutah.de). Patti Denny did a brief review of the site. There is also a new tour operator training website – [exploreutah.co.uk](http://exploreutah.co.uk).
- Lou Hammond Update – Domestic PR contract has been renewed for another year.

## Director's Report

Leigh gave an update on the following:

- Social media article
- Delta Tokyo Flight – Flight has been suspended due to load, cost, H1N1 virus scare, economy, etc. The ads placed were a Utah message and not just a Delta ad so there was merit in the advertising. Hope the flight will start up again in May 2010. Leigh indicated

that the department director would have to make the decision if the remaining marketing funds from the Tokyo flight would be available to be used for other marketing efforts.

- Leigh asked if the board would consider switching the location of the September and October board meetings due to staff schedules.
- Board appointments and re-appointments are in transition with the new Governor's office. Hope to have decisions in September.
- Travel Guide – We do not have the funds to publish a new guide before June of next year. Working with UHLA and partner premier sponsorships to find ways for funding. Would like to keep it as a lure piece rather than clutter it with advertising. Will update the board on the progress.
- Compliments to Kelly on the co-op application process. She does a wonderful job of overseeing the applications and the program.
- Leigh also thanked Hans Fuegi for his efforts on the co-op program.

### **Public Comment**

- Steve Burr thanked the UOT for the sponsorship of the National Extension Tourism Conference in Park City and he thanked John Holland, Gael Hill, and Dave Williams for their presentations. About 120 people attended the conference. Steve also mentioned some legislation “bottle bill from the Friends of Utah State Parks”. This bill is intended to help with recycling and to prevent littering.
- Pat Holmes gave a brief follow-up on MPI. She felt it gave the state fantastic exposure. There are videos & blogs on SLCVB's website of the opening and closing receptions. The SLCVB appreciates the partnership with the UOT for this event.
- Danny Richardson gave an update on the Travel Leadership Summit which takes place in DC September 16<sup>th</sup> & 17<sup>th</sup>. A small group from Utah will be attending. This summit gives the group an opportunity to talk to the legislators regarding the Travel Promotion bill. The bill would help create a national tourism office. Senator Bennett was the 50<sup>th</sup> senator to sign off on the bill. This would be a public/private venture.
- Ski Utah is launching a new website on Monday, August 17<sup>th</sup>. Nathan thanked the coop committee and the board for the funding for Ski Utah.
- Monique from Outdoor Utah is going to conduct a ladies only mountain biking clinic on Sunday, August 16<sup>th</sup>.
- Snowbird is having their first annual tent revival August 14<sup>th</sup> through 16<sup>th</sup>.

Meeting adjourned. The next board meeting will be held September 10<sup>th</sup>. Location TBD.