

**Utah Office of Tourism**  
**Board Meeting**  
**Thursday, September 10, 2009 – 1:30 p.m.**  
**Pineview Lodge at Wolf Creek Utah**  
**3923 North Wolf Creek Drive**  
**Eden, Utah**

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**Present**

**Board Members**

Colin Fryer  
John Holland  
Steve Burr  
Peter Corroon  
Jeff Robbins

Hans Fuegi  
Geogianna Knudson  
Bob Bonar  
Bill Malone  
Steve Lindburg

**Staff**

Dave Williams  
Kelly Day

Tracie Cayford  
Barbara Bloedorn

**Guest**

Caren Parry  
Jamie Lythgoe  
Greg Jensen  
Shauna Jensen  
Carolyn Daniels  
Bryan J. Smith  
Ryan Kirby  
Scott Paul  
Lisa Karam  
Nathan Rafferty  
Sarah Toliver  
Mike Caldwell  
Craig Dearsen  
Kent Lyons  
Shawn Stinson  
Danny Richardson  
Vicky Goody  
Sue Munson  
Red Oelerich  
Barbara McConvill  
Pam Colbert  
Jeremy Chase  
Kerry Anne

Wolf Creek Utah  
OVBA/Columbine Inn  
OVBA/Basinview Lodging  
OVBA/Basinview Lodging  
OVBA/Powder Mountain  
Bryan@Ogden Valley Magazine.com  
Utah.com  
Utah.com  
OVBA  
Ski Utah  
Ogden/Weber CVB  
Weber County  
Weber County  
Snowbasin Resort  
Salt Lake CVB  
UTIC  
Wolf Creek Utah – Lodging  
Wolf Creek Utah  
Outdoor Utah  
Ogden Valley Business Association  
Struck/Axiom  
Struck Creative  
Blitz Media

**Welcome**

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

Lisa Karam of the Ogden Valley Business Association and Sara Toliver of the Ogden CVB gave a brief welcome and an update of what is going on in their areas and thanked the board for the coop funding they had recently received.

## **Minutes**

**MOTION:** Peter Corroon made a motion to approve the minutes of the August 13<sup>th</sup> board meeting held in Salt Lake. Hans Fuegi seconded the motion. The motion passed unanimously.

## **Marketing Committee Report**

**Winter Media Buy:** Jeremy Chase from Struck and Kerry Anne from Blitz Media gave a PowerPoint presentation of the 2009-2010 Winter Media Buy recommendation.

The overall budget breakdown recommendation included \$985,000 for the Network Cable Campaign, \$15,000 for the Paid Search Campaign and \$85,000 for the Online Display Campaign for a total media investment of \$1,085,000.

## **Minutes**

**MOTION:** After some discussion by the board regarding budget and timing of the advertising, Hans Fuegi made a motion to approve \$1,085,000 for the 2009-2010 Winter Media Buy as outlined above. Steve Burr seconded the motion. The motion passed unanimously.

**Utah.travel Revisions:** Jeremy and Pam from Struck gave a presentation on the redesign of the Utah.travel website. The redesign included more photos, a new section of maps, weather and news as well as social media items: Facebook, Twitter, Flickr, YouTube, and a blog. It is also more search engine friendly, can be accessed from mobile devices, and there are more content management tools for the UOT.

## **Communications & Fulfillment**

Tracie Cayford reported on the following items:

- Reprint of 2008/2009 travel guide – received 50,000 additional guides which include a photo and letter from Governor Herbert.
- The 2010 scenic calendar is at the printer. We are printing 20,000 copies and will have some at next board meeting.
- Travel/Trade Update includes a Super FAM in October, our Asian rep is attending JATA in Japan, a tour operator ATI & a group from China of 40 people coming at the end of September, Chinese actor/writer was here sponsored by Delta, which is generating publicity.
- German contract is currently in the bid process.
- International travel is on hold due to concerns about budget until further notice. We have purchased booths at the international shows (WTM & ITB) and our partners and trade reps will cover the shows during this time.
- Tracie also referred the board to a number of informational items in their packets: trade and FAM schedule, international and domestic news clips, and Lou Hammond August report.
- Have a low inventory of UDOT state highway maps. UDOT to reprint November 2010.

## Director's Report

Dave and Tracie gave updates on the following:

- **Travel Leadership Summit** (Organized by the U.S. Travel Association) – Being held in DC September 16<sup>th</sup> & 17<sup>th</sup>. The Utah Delegation will include Dave Williams, Pat Holmes, Nathan Rafferty, Bill Malone, & Danny Richardson. The delegation will attend the Western States Tourism Policy Council meetings, an orientation and a dinner and individual meetings with Utah's congressional delegation to talk about key issues from the travel industry.
- **ESTO** – Leigh, Dave and Tracie as well as other Utah partners attended the Educational Seminar for Tourism Organizations in Reno August 30<sup>th</sup> through September 1<sup>st</sup>. Social networking was one of the main topics of the conference.

## New Business

Steve Burr announced that Americas Public Lands group met in Salt Lake earlier today. He will get the minutes together and get them out to the board.

Peter Corroon expressed a concern regarding Swine Flu and getting the word out about the importance of taking precautions to minimize the impact in the resorts, etc. He recently attended a presentation given by the Salt Lake County Health Department. He indicated that he has a flyer he will provide to the board. Dave Williams added that the TIA.org website has a toolkit and helpful hints regarding Swine Flu. Tracie said she would forward the above mentioned toolkit to the board.

## Public Comment

Red Oelerich reported that the fall issue of the Outdoor Utah Adventure journal is available and he will leave some at the back of the room at the end of the meeting.

Carolyn Daniels of Powder Mountain invited the board and staff to ride "Powzilla" and tour Power Mountain after the meeting.

Tracie Cayford reported that Leigh had been nominated as one of the three top Tourism Directors in the country during ESTO. The California tourism director won the nomination, but what an honor for Leigh.

Meeting adjourned.

The next board meeting will be held Thursday, October 8<sup>th</sup> in Kanab. Location TBD.