

Utah Office of Tourism Board Meeting

Conference Call
January 29, 2007
3:00 p.m.

Present

Board Members

Kim McClelland
Bob Bonar
Steve Lindburg
Georgianna Knudson

Selleice Stokes
Jeff Robbins
Bob Syrett

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts

Tracie Cayford
Kelly Day
Dave Williams

Call to Order

After the participants identified themselves, Kim called the conference call meeting to order. He reviewed the agenda items that would be discussed during the call.

Consideration of Cooperative Marketing Application

A Special Opportunities request from the Utah Symphony & Opera, Park City Jazz Festival, Kimball Arts Center, and the Park City Chamber & Visitors Bureau in the amount of \$50,000 has been submitted to the Coop Committee. The project outlined in the application is to give Park City the opportunity to showcase the mountain community as a summer performing and visual arts destination. The campaign will include advertising in the *New York Times* and *Wall Street Journal*, *Sunset Magazine*, and *Performances Magazine* as well as radio ads on K-Mozart in southern California. The Co-op Committee reviewed the application and based on the scores that came back from the individual members, they are recommending that the application be funded in the amount of \$50,000.

There was some discussion about the ROI that was referred to in the application, but the committee felt comfortable that it was attainable.

MOTION: Selleice made a motion to approve full funding of the application for the project as outlined. The motion was seconded by Bob Syrett and carried unanimously. Kim McClelland abstained from voting because of a potential conflict of interest.

Marketing Buy For Spring/Summer

Selleice reviewed the Executive Summary of the Spring/Summer 2007 advertising campaign. Following are the main points of the summary:

National TV

- 6 weeks with 800 spots on 8 networks

- 60 second ads with 42% in prime time
- Guaranteed ratings and placement plus added value with billboards, bugs, sponsor recognitions
- 147 million impressions

Spot Market Broadcast

- 8 weeks with 185 spots in LA and 124 spots in Denver
- 30 second ads with 60% in prime/late news in LA and 61% in prime/late news in Denver
- 25.2 million impressions

Print

- 17 insertions in April to August issues of NY Times, Outside, National Geo Adventure, Food & Wine, Metro Home, Sunset, Delta Sky, Western Living
- Added value in all magazines
- 8 million impressions

Interactive

- 6 different sites/networks
- 50% of the ad units will be video component
- Tracking pixels to utah.com, links, fulfillment, and other related buttons
- 17.5 million impressions

The budget for this campaign is \$3.424 million.

Leigh reported that there was a problem with the \$3 million that was to come out of the Performance Marketing Fund and go into our budget for this fiscal year. She and Jason have been working with GOPB and she has been given the verbal go ahead to spend \$3 million from next year's budget and it will be put back in the budget at the beginning of next fiscal year.. However, she has asked GOPB for something in writing to that effect. There is also a bill being filed to move the money into our budget immediately. Upon written authorization from GOPB or passing of the legislation, the problem would be solved and we could pull the trigger on the media buy at the end of the week.

MOTION: Bob Bonar made a motion to approve \$3.424 million for the spring/summer media buy as outlined. Bob Syrett amended the motion to add the phrase 'subject to HB127 passing the legislature or authorization in writing from GOPB to spend the money from next year's budget now.' The motion was seconded by Steve Lindburg and carried unanimously. (Kim McClelland had signed off the call and did not vote.)

The call adjourned at 3:40 p.m.