

**Utah Office of Tourism  
Board Conference Call  
Monday, January 31, 2011 – 10:30 a.m.  
Council Hall/Capitol Hill  
300 North State Street  
Salt Lake City, UT**

---

**Present**

**Board Members (Via Phone)**

Steve Lindburg  
Frank Jones  
Nathan Rafferty  
Steve Burr  
Hans Fuegi

Joel Racker  
Pam Hilton  
Bill Malone  
Peter Corroon  
Colin Fryer

**Staff**

Leigh von der Esch  
Tracie Cayford  
Lorraine Daly

Dave Williams  
Barbara Bloedorn

**Call to Order**

After the participants identified themselves, Dave reviewed the details of the Sunset Magazine ad recommendation.

**Details of Written Recommendation**

While Struck/Blitz is working on options for our spot market TV buy, we have waited to finalize the print buy. You will recall that the board gave approval for us to do a 2-page spread in the March issue of Delta Sky. Now we are up against a deadline for the April issue of Sunset. They have offered us a full-page ad going to their national circulation of 1.25 million for \$45,000. The rate card price for this same ad is \$111,500. We like the idea of going national because Sunset has large readership in all western states. To do just a regional buy in Northern or Southern California alone is nearly \$30,000. We have to commit to Sunset by February 1st. The marketing committee recommends that we go forward and place an ad in Sunset as outlined above.

**Discussion**

Dave explained that the office is working with Struck and Blitz for our summer spot market TV buy and the committee should have a recommendation on specific spot markets at the February board meeting.

Dave discussed details of the proposed Sunset Magazine print ad for the April issue as outlined above. He also briefly discussed the proposed print media buy for the remainder of the fiscal year (through June 2011.)

Dave reported that the marketing committee is in full support of purchasing the ad in Sunset Magazine and reported that the deadline to commit is February 1<sup>st</sup>.

Colin reported that he would be willing to make a motion to approve the ad but recommended that the ad be reworked, to change the message and to include our five national parks.

**Motion:** Colin made a motion to move forward with the Sunset Magazine buy as outlined above. Peter Corroon seconded the motion.

Steve Lindburg recommended that reworking the ad and changing the message should be part of the motion.

Leigh reported that Struck has been tweaking the ad and will send it back to the committee for approval. She also suggested that one of our previous ads could be used if the committee isn't happy with this one once it is reworked. Leigh requested that the board approve the buy for the ad and defer to the marketing committee to sign off on the creative.

Dave indicated that he is trying to get Sunset to give him a few more days on the copy but we would need to commit by February 1<sup>st</sup>.

After some further discussion, the motion passed unanimously.

Meeting adjourned. The next board meeting will be held February 10<sup>th</sup> in Salt Lake.