

**Utah Office of Tourism
Budget Meeting
Thursday, December 11, 2008 – 8:00 a.m.
Hilton Salt Lake City Centre
255 S. West Temple
Granite Board Room – 1st Floor
Salt Lake City, UT**

Present

Board Members

Kim McClelland
Steve Burr
Steve Lindburg
Pam Hilton
John Holland

Bill Malone
Jeff Robbins
Georgianna Knudson
Colin Fryer

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Sophia DiCaro

Barbara Bloedorn
Tracie Cayford
Jim Buchanan

Welcome

Kim called the budget meeting to order. Kim thanked everyone for coming to the meeting and thanked Steve Lindburg and the Hilton for their hospitality.

Budget Discussion

1) **Advertising and Promotion**

Dave Williams gave a brief summary of carry in dollars from the FY 06/07 and FY 07/08 Tourism Marketing Performance Fund Budgets as well as a detailed summary from the FY 08/09 budgets to date. Budget items included in this summary were; Non-Winter Promotion, Winter Promotion, Special Opportunity and Co-op Marketing.

2) **Operations Budget**

Leigh and Dave gave a summary of the FY 08/09 operations budget including Tourism Administration, Research, Publications & Fulfillment and Tourism Trade.

During the budget discussion, the UOT board and staff discussed different ideas and scenarios to help save money in the TMPF and operations budget if the governor's office or legislature asks for cuts in the current and new fiscal year.

The group also had a brief discussion of the media buy based on the current economy and how the media buy affects the coop marketing program and policies.

Meeting adjourned.

The board will reconvene at the board meeting immediately following this budget meeting.