

**Utah Office of Tourism
Board Meeting
February 8, 2008 – 10:00 a.m.
Ogden Eccles Conference Center, Executive 100 Board Room, 1st Floor
2415 Washington Boulevard
Ogden, UT**

Present

Board Members

Kim McClelland
Steve Lindburg
Bill Malone
Pamela Hilton

Steve Burr
Hans Fuegi
Colin Fryer

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Dominic Brown

Barbara Bloedorn
Tracie Cayford
Lorraine Daly
Patti Denny

Guests

Mayor Matthew Godfrey
Randy Hughes
Carolyn Bachman
Tom Christopulos
Nathan Rafferty
Nan Anderson
Sara Toliver
Thomas Cooke
Jessica Closson
Steve Driggs
Rick Maw
Jovelan Maw
Dallin Bosco

Organization

Ogden City
State IT
Ogden City
Ogden City
Ski Utah
UTIC
Ogden/Weber CVB
Struck
Blitz
Struck
Utah.com
Utah.com
Utah.com

Welcome

Kim and the board welcomed everyone to the meeting and thanked all of the Ogden representatives for their hospitality.

Kim had everyone in the room introduce themselves.

Minutes

MOTION: Hans made a motion to approve the minutes of the January 11th board meeting held in Lehi at Thanksgiving Point. Steve Lindburg seconded the motion and it passed unanimously.

Welcome to Ogden

Sarah Toliver of the Ogden CVB welcomed the board and staff to the meeting and gave a brief presentation which included information on upcoming events in the area such as Sundance, the Outdoor Retailer Winter & Summer, XTERRA Winter World Championship, Foursite Film Festival, Ogden Marathon, Ogden Valley Balloon Festival, XTERRA Mountain Championships and the Harvest Moon/Mountain to Metro Games. She also briefly mentioned expansion projects planned for the area and also showed some samples of their advertising.

Tom Christopoulos of Ogden City spoke briefly about new retail planned for the Salomon Center which will include nearly ½ million square feet of new retail coming out in the next 3 or 4 years and also restoration of the shopping centers in and around the river and other economic development activities supporting tourism.

Marketing Committee Report

Non-Winter Media Buy

Jessica Closson from Blitz Media gave a detailed presentation on the 2008 Non-Winter Media Buy proposal which included; 30 second spots on network cable and 30 second TV spots in Los Angeles, Denver and Phoenix, Print Magazine Ads and Interactive Ads for a combined gross budget of \$3,193,220.

Steve Lindburg thanked Struck & Blitz for their help and assistance in creating the media plan.

MOTION: Steve Lindburg made a motion to approve \$3,193,220 for the 2008 Non-Winter Media buy as presented. Colin seconded the motion and it passed unanimously.

Other Marketing Items

- a) **Budgeted Items:** The marketing committee requested that the following budgeted advertising dollars be approved by the board for payment; \$180,000 for American Parks Network, \$35,000 for New York Times and \$75,000 for International Advertising.

MOTION: Steve Lindburg made a motion to approve payment of \$180,000 for APN, \$35,000 for New York Times and \$75,000 for International Advertising. Pam Hilton seconded the motion and it passed unanimously.

- b) **Unbudgeted Items:** Dave Williams indicated that the following monies are unbudgeted; \$240,000 for non-winter advertising initiatives, \$25,000 for winter advertising initiatives and \$265,000 in special opportunities. Dave reminded the board to keep in mind that \$300,000 has been committed for Delta and is planned to come from accumulated interest. If the interest is not released, the money for Delta would have to come from the unbudgeted advertising dollars.
- c) **Madden:** Steve Driggs from Struck showed a sample of the Madden cover page as well as samples of some other ads.

Web Update:

Steve Lindburg gave a brief update on the web build out. The process is moving forward and the marketing committee hopes to have the roll out ready in time for the release of the new ad campaign beginning March 17th.

Tradeshows/FAMS

Patti Denny gave a detailed presentation on Travel Trade Shows and Media FAM tours scheduled for 2007/2008 fiscal year.

2007/2008 Travel Trade Shows Include:

- World Travel Market – UK
- Adventures in Travel Expo – NY, Chicago, Long Beach, DC
- Go West Summit – Colorado Springs
- Rennes Consumer Travel Show – France
- Lyon Consumer Travel Show – France
- ITB – Germany
- Pow Wow – Las Vegas
- Addison Travel Trade Shows – Vancouver, Langley, Victoria, Edmonton, Calgary, Montreal, Ottawa, Toronto
- Adventure Travel World Summit – Whistler
- JATA – Japan
- Top Resa – France
- CITM - China
- NTA – Kansas City

2007/2008 Media & FAM Tours

The UOT strives to create, expand, enhance and publicize the Utah product through FAMS by promoting National and State Parks, unique winter opportunities and cross-sell Northern and Southern Utah. FAMS provide the best opportunities to network.

Patti indicated that in the 2007/2008 fiscal year, there are 53 FAMS scheduled with 290 media and travel trade representatives and are expected to generate 2.2 million dollars in media value.

Leigh indicated that the UOT would target domestic PR in the near future.

Director's Report

Legislative Update:

Nan Anderson gave a brief update on the following items:

- a) UOT \$15,000,000 performance based funding appropriation.
- b) Tourism Day – March 25th – Lunch for the legislature 12:00–1:30 pm. Destination marketing partners will have 15 exhibit booths in the Capitol rotunda, there will be a flat screen TV to show the B-roll and UOT ads.
- c) UTIC Meeting – Joseph Smith Memorial Building – March 25th
- d) Discussed other legislation such as issues relating to alcohol laws, health insurance reform, immigration and year round school as well as restaurant tax.

Operations Update:

Leigh gave a brief update on the following:

- a) Board member replacement - Several names have been sent to the governor's office for selection and confirmation by the Senate. Hope to have by April board meeting.
- b) Governor's Economic Summit – March 20th – Grand America Hotel – the board is invited to attend the summit and luncheon.
- c) New Travel Guide – Should have them available by President's Day.

Steve Burr requested that the November board meeting originally planned to be held in Logan, be held in October due to possible weather conditions. The staff and board agreed to the change.

Lorraine showed the board winter coats that would be available for purchase with “Utah Life Elevated” logo.

Public Comment

Mayor Matthew Godfrey welcomed the UOT board and staff and thanked them for holding their board meeting in Ogden. He spoke briefly about tourism, locations, events, activities and growth in the area.

Meeting adjourned.

The next meeting will be held Friday, March 21st in Salt Lake.