

Amended 4/18/2008

**Utah Office of Tourism
Board Meeting
March 21, 2008 – 10:00 a.m.
Utah State Capitol, Room 130, 1st Floor
350 North State Street
Salt Lake City, UT**

Present

Board Members

Kim McClelland
Steve Lindburg
Bill Malone
Pamela Hilton
Peter Corroon
Bob Bonar

Steve Burr
Hans Fuegi
Colin Fryer
Frank Jones
Georgianna Knudson
Jeff Robbins

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Jim Buchanan

Barbara Bloedorn
Tracie Cayford
Lorraine Daly
Chad Davis

Guests

Thomas Cooke
Nan Anderson
Scott Hardy
Larry Clarkson
Joy Clarkson
Nathan Rafferty
Joel Racker
Tatyana Ayrapetova
Mike Deaver
Pat Holmes

Organization

Struck Creative
UTIC
Scott Hardy Design
Clarkson Creative
Clarkson Creative
Ski Utah
Utah Valley CVB
Struck Creative
Utah Sports Commission
Salt Lake CVB

Welcome

Kim called the meeting to order and thanked everyone for attending.

The board and the staff acknowledged Larry Clarkson, who oversees the design of the UOT travel guide on behalf of the state. In August 2007 the UOT travel guide won the Mercury Award which was presented by the National Council of Tourism Directors at the Travel Industry Association of America conference.

Larry thanked the board and staff for the recognition. Larry acknowledged that he loves the state and the travel guide is a labor of love for him.

The board and staff also acknowledged and thanked Scott Hardy for his efforts. He oversees the design of the UOT award winning calendar. The calendar received multiple gold awards at a judged competition of all state calendars.

Scott also thanked the board and staff for the recognition and indicated what a pleasure it is to work with the UOT team and he appreciates the opportunity.

Kim and the board acknowledged the staff from Struck and Dave Williams and Kelly Day of the UOT for their efforts and long hours on the new web launch.

Leigh thanked Tracie Cayford and other staff from the UOT for their efforts on the travel guide. Leigh brought the Mercury Award for the board to see. The Mercury Award was given to the UOT by the National Council of State Tourism Directors in August 2007 for the number one travel guide in the United States.

Kim and the board welcomed everyone to the meeting and asked the group to introduce themselves.

Minutes

MOTION: Hans made a motion to approve the March 21st meeting minutes as presented. Steve Burr commented that on page 4 in the first paragraph of the minutes, should state that the board meeting in Logan has been changed to October instead of November. Pam seconded the motion to approve the minutes including the change. The motion passed unanimously.

Legislative Update

Nan Anderson thanked all of those in the tourism industry who assisted during the legislature and those who participated in tourism day on the hill. She also discussed the \$11,000,000 appropriation received by the legislature as well as explaining the funding formula. She indicated that great strides have been made in increasing awareness of tourism throughout the state and expressed the importance of educating the new legislative candidates as well as strategizing for the next legislative session.

Nan also briefly touched on other legislative issues such as restaurant tax, liquor law changes, immigration laws and healthcare reform.

The board thanked Nan for all of her hard work and for a successful “Tourism Day on the Hill”. Bill Malone indicated that the event was well represented by the tourism industry from all over the state and that it sent a positive message to the legislature.

Marketing Update

1. **Addy Awards** – Dave Williams reported that the following Addy awards were received:
Gold Award – Interactive Ad – “Ski Utah Dropping Snow Banner”
Silver Award – Interactive Ad – “Warren Miller Ski Jump Banner”
Silver Award – Print Ads for Winter Campaign
2. **Summer Ad Campaign** – Thomas showed the new print ads, national cable & TV spots, as well as the 90 second Delta spot and Interactive ads.
3. **New Web Launch** - Thomas showed the revisions to the Utah.travel website which includes new photos and videos, the ability to request a travel guide and a newsletter on line as well as the ability to view and download the entire travel guide and new

links to our tourism partners. We will also have access to analytics from the website to show how many people are looking at the website and what pages they are visiting as well as who is requesting travel guides.

Dave also mentioned that Struck is still working on the interactive experience planner which will allow travelers to plan their own travel folios and will be a big huge database which will include all of our partners around the state.

Kim and the board congratulated Struck and the Staff of the UOT for a job well done by getting the launch out in record time.

4. **Kiosks** – Chad Davis gave a brief update on the status of the kiosks. Chad indicated that 5 kiosks had been completed and have been housed at Echo, Brigham and Thompson Welcome Centers as well as the Salt Palace and the UOT office at Council Hall. The touch pad has two screens. One that has web content and the other plays a loop of a UOT video as well as partner advertising. Visitors can access visitor activities, hotels and restaurants, travel information, browse the web or check their email. The content can also be accessed in several languages including; English, French, German, Spanish, Italian, Portuguese, Dutch, Russian, Greek, Japanese, Korean and Chinese.

Mayor Corroon raised the question about having a kiosk located in the Salt Lake airport. The UOT would like to place a kiosk inside security at the airport. The mayor offered to assist in trying to getting necessary approvals.

5. **Sports Commission** – Dave briefly discussed the partnership with the Sports Commission in cross promotion of the state. The UOT has agreed to give the Sports Commission 50 TV spots for golf commercials on Fox Sports Network to be shown during the second flight of the summer ad campaign. All of the spots would include the UOT logo. The UOT board doesn't expect to approve the spots before the network runs them, however, they would like to have the chance to see the Sports Commission ads at some point.

Director's Report

Leigh briefly talked about the travel trade show in Berlin at the American Pavilion partnering with Utah, Colorado, Mexico and Arizona. Many Consumers and tour operators came to the booth. Utah partners on both the Berlin leg and French leg were Kevin Malone from Ski Utah, Stephanie Pace from SLCVB, Charlie DeLorme from San Juan County and Joyce Kelly from St. George, as well as Leigh and Patti from the UOT.

In Paris, there was a Delta Mini Lounge located in Les Quatre Temps, La Defense, to promote Delta Air Lines direct flight to and from Salt Lake City. (The lounge was paid for out of some of the \$250,000 cash contribution previously approved by the board for the activation of the Paris flight.) The lounge was opened March 10th – 14th from 10:00 a.m. to 8:00 p.m. Up to 5000 people visited the lounge during the week. Utah Life Elevated signs were all over the venue and the asset video was showing in a loop on a flat screen TV. Give away items were provided by the Hilton Salt Lake City Center (Steve Lindburg), car rental by Avis (Frank Jones), airline tickets from Delta and the SLCVB provided connect passes. Many visitors signed up for the drawings to receive one of the give away items as well as to receive information and to take a planner. The Utah partners visited 223 offices in 1-1/2 days and also had a press luncheon.

Leigh also mentioned that she would like to come up with a commemorative item for the inaugural flight. Leigh shared with the board, some samples of proposed poster art created by *Gilberto Schaefer*.

Other items Leigh briefly discussed were; generated press articles, a domestic PR contract which is in process, and VisaVue International Visitor Research.

Leigh also indicated that submissions on a new board member should be in April for the nomination to replace Bob Syrett.

Leigh also introduced Jim Buchanan to the board. Leigh indicated that Jim is filling the research position at the UOT and will be working directly with Dave Williams.

Nan Anderson reminded the board that the Tourism Conference will be May 12-14 at the Hilton Salt Lake City Center. Leigh told the board members to contact Barbara and she will assist with their registration.

The next board meeting will be in Park City on Friday April 18th and will be an all day retreat...