

**Utah Office of Tourism
Board Meeting
November 9, 2007 – 11:30 a.m.
Capitol Complex, West Building, Room 130
Salt Lake City, UT**

Present

Board Members

Kim McClelland
Georgianna Knudson
Bob Syrett
Bob Bonar
Mayor Peter Corroon

Steve Burr
Steve Lindburg
Bill Malone
Pamela Hilton
Jeff Robbins

Staff

Leigh von der Esch
Dave Williams
Stan Nance
Rebecca Katz
Mimi Davis-Taylor

Barbara Bloedorn
Tracie Cayford
Chad Davis
Marshall Moore
Gael Hill

Guests

Brice Wallace
Thomas Cooke
Nathan Rafferty
Steve Driggs
Tatyana Ayrapetova
Bill Kerig
Raelene Davis
Nan Anderson
Joan Hammer

Organization

Deseret Morning News
Struck
Ski Utah
Struck
Struck
Wasatch Journal
Ski Utah
UTIC
Box Elder County

Welcome

Kim called the meeting to order and briefly mentioned the ceremony for the launch of the new commemorative quarter that was attended by several board members prior to the board meeting. He and the board recognized Tracie Cayford for her efforts in working with the committee to arrange for the launch ceremony.

Kim asked that everyone in the room introduce themselves.

Minutes

MOTION: Georgianna made a motion to approve the minutes of the October 12th meeting and Bob Syrett seconded the motion. The motion passed unanimously.

Marketing Committee

- a) Nathan Rafferty of Ski Utah showed Utah clips from the 2007 Warren Miller film. The film will be shown in over 185 markets before going to distribution.
- b) Bill Kerig, publisher of the Wasatch Journal took a few minutes to introduce himself to the group and provided a copy of the winter issue of the magazine to the board. Bill gave a brief overview of the magazine, its distribution and referenced the UOT winter ad which was placed in the current issue.
- c) Steve Driggs of Struck showed the latest 5 minute version of the B-roll asset video. The rights for the music in the video are still in the approval stages, therefore, partners are welcome to use the video for presentations only at this time. The UOT staff and board will make decisions regarding other usage.
- d) Dave Williams briefly discussed some items from the marketing budget including:
 - 1) \$100,000 for Sundance Institute – Dave asked the board to review the document provided by Sundance and included in their packets. He asked for feedback from the board by November 15th.
 - 2) Madden Lead Generation – A report for the first week of leads for the winter campaign was provided. Dave will compare to leads from summer campaign. Dave reminded the board that the percentage of skiers is considerably less than the number of people planning a summer vacation.

Strategic Plan

Leigh made a request of the board to adopt the five year strategic plan as written.

MOTION: Steve Lindburg made a motion to approve the plan as written. Mayor Corroon seconded the motion.

After some discussion the document will be amended to include a reference to metrics in the promotion section of the document and year-round will be dropped at the end of the mission statement.

Per these changes being made, the board passed the motion unanimously.

Utah.com Discussion

Utah.com – Leigh gave a brief update regarding the status of the Utah.com contract. The UOT is currently working with a representative from the Attorney General's office to renegotiate the contract. Once the contract is rewritten it will be presented to the board for review.

ACTION ITEM: After much discussion the board requested that the UOT set up a meeting between the web committee and the marketing committee, Struck, State IT and Jason Perry to make final decisions regarding Utah.com before the next board meeting. UOT staff will set that up.

Directors Report

- Chad Davis gave an update on the status of the St. George Welcome Center. The welcome center is temporarily housed in the Rosenbruch Wildlife Museum at the Dixie Convention Center during road construction on I-15. Handouts were provided to the board to show the temporary location and signage to direct the public to the location.
- Rebecca Katz and Tracie Cayford gave a brief update of the National Tourism Association Convention which was held in Kansas City. The UOT hosted an event and met with over 50 tour operators. All leads generated at this event will be passed on to Utah tourism partners.
- Marshall Moore gave a brief overview of the economic impact, tourism and press created by the filming of *High School Musical* (I & II). Marshall also provided a copy of the new *Filmed in Utah* brochure to the board.
- Leigh gave the board a proposed 2008 board meeting schedule. The schedule was approved as follows:

January 11, 2008	Salt Lake City or Thanksgiving Pointe
February 8, 2008	Ogden
March 21, 2008	Salt Lake City
April 11, 2008	Park City
May 12, 2008	Salt Lake City
June 13, 2008	Blanding
July, 2008	No Meeting
August 8, 2008	Cedar City
September 12, 2008	Torrey
October 10, 2008	Salt Lake City
November 14, 2008	Logan
December 12, 2008	Solitude

Public Comment

Nan Anderson gave a brief overview regarding the Tourism Marketing Performance Fund. UTIC is requesting a \$15 million appropriation from the legislature in the next session to be used for tourism marketing. Nan reminded the board and the tourism partners to be sure to talk to their legislatures prior to the next session. She also reminded everyone about Tourism Day which will be held Monday, February, 25th in the Capitol Rotunda. UTIC will be hosting a luncheon and destination marketing organizations will have booths in the room.

The next board meeting will be held Friday, December 14th at the Hilton.

Meeting adjourned.