

**Utah Office of Tourism
Board Meeting
Thursday, September 8, 2011 - 10:00 a.m.
John Wesley Powell River History Museum
1765 East Main Street
Green River, Utah**

Present

Board Members

Colin Fryer
Hans Fuegi
Mike Taylor
Peter Corroon
Joel Racker
Georgianna Knudson

Bill Malone
Nathan Rafferty
Steve Burr
Lance Syrett
Pamela Hilton
Jeff Robbins (via phone)

Staff

Leigh von der Esch
David Williams

Barbara Bloedorn
Tracie Cayford

Guests

Lamar Guymon
Chris Grana
Kelly Banks
Jeff Horrocks
James R. Nelson
Mike McCandless
Tina Carter
Jana Abrams
Irene Daw
Robert W. Smith
Ryan Kirby
Steve Driggs
Jeremy Chase
Nan Anderson
Monique Beeley
Tim Grayson
David Hinkins

Emery County Travel
AmeriCorps – City of Green River
Emery County Travel
Emery County Commissioner
Emery County Commissioner
Emery County
Emery County Travel Bureau
Carbon County Office of Tourism
Green River Council
Green River City Planning & Zoning
Utah.com
Struck Axiom
Struck Axiom
UTIC
Outdoor Utah
Holiday River Expeditions
Utah Senate

Welcome

Colin welcomed the group to Green River and thanked Mike McCandless & Tina Carter from the Emery County Travel Bureau as well as the John Wesley Powell River History Museum, for their hospitality and for hosting our meeting as well as arranging for a round of golf at the Green River State Golf Course and a nice dinner at Ray's Tavern.

Mike McCandless and Tina Carter welcomed everyone to the meeting and gave a brief update of events that will be taking place in the area.

Colin then asked all of the attendees in the meeting to introduce themselves.

Minutes

MOTION: Regarding the minutes of the August 11th meeting held in Cedar City, Peter Corroon requested an addition on page seven under the public comment section, bullet point six should read \$6.5 million annual instead of \$6.5 annual. He made a motion to approve the minutes to include that change. Mike Taylor seconded the motion. The motion passed unanimously.

Marketing Committee Report

Colin turned the meeting over to StruckAxiom and Love Communications to give a brief presentation on the preliminary Media Plan for winter 2012. Some of the items suggested in the preliminary plan were:

- Target adults 35-64 with a household income of \$100,000+ who have skied/snowboarded in the past 12 months.
- Raise awareness & reinforce image of Utah as a winter ski destination among targeted audience in Los Angeles and New York.
- Recommended flight dates – January 1-29.
- Recommend spot TV in Los Angeles and New York.
- Kick off TV ads on News Year's Day when people are home and viewership is high.
- Compliment efforts of Park City rather than compete.
- Utilize a mix of 15 and 30 second ads to extend budget.
- Recommend networks include ABC and NBC on the basis of their ability to deliver the target and amount of value added and bonus.
- Use social media such as YouTube, Facebook and Twitter to reach an extremely targeted audience in the LA and NY markets. Have the ability to change messaging in a matter of minutes.

The budget for this preliminary plan would include:

- Television spot buys New York & LA - \$1,000,000
- Partnered TV (Ski Utah, Visit Salt Lake, Park City Chamber) - \$180,000
- Digital Outdoor Los Angeles - \$90,100
- Digital Display - \$160,000
- Social Media - \$40,000
- Total Budget - \$1,470,100

Dave Williams expressed that we are excited that Struck is partnering with Love Communications. He reported that Love will go ahead and negotiate the winter buy and come back to the board for final approval at the next board meeting in October. He also pointed out that our office is coordinating closely with Ski Utah and our other ski partners around the state.

Peter Corroon asked if there is a difference between this plan and the winter plan from last year. Jeremy Chase reported that the main difference is that we are only going into two spot markets this year. Los Angeles and New York. The Outdoor display advertising possibilities in Los Angeles will be a big difference as well.

Colin welcomed Senator David Hinkins to the meeting and thanked him for his support of the tourism industry.

Dave gave a brief update on the rebuild of the website with simpleview. The goal is to complete the website in 20 weeks and in time for the winter ad launch.

Dave reported that Utah National Park visitation is currently up 6.8%.

Communications Report

Tracie reported on the following items:

The Governor visited New York for a reception and desk side visits arranged through Lou Hammond & Associates. Some of the media that he met with included; Budget Travel, Brides Magazine, and Travel & Leisure among others.

There will be a domestic media FAM in September in northern Utah which will also include Flaming Gorge, Vernal and Park City.

Clayton Scrivner is going to New York for a Ski Utah fall promotion as well as doing some desk side visits. He will also be doing desk side visits in DC and Philadelphia.

The National Tour Association Convention will be held in December in Las Vegas. Our office is partnering with the state of Nevada to do a pre-FAM that will highlight southern Utah parks.

The super FAM will be coming up October 5-12th. We are currently trying to recruit journalists from France, the UK, Germany, Japan, China, Canada and some from the U.S. This FAM will focus on the whole state including all of the national parks.

Tracie shared some international publications that featured Utah.

Colin indicated that the efforts internationally are paying off. In Moab there is an increase in foreign visitors. Lance Syrett said international visitation at Bryce Canyon is up as well.

Tracie indicated that there will be an ad value report released by Lou Hammond by the October board meeting.

We have been pitching a story on the 20th anniversary of "Thelma & Louise" that was shot in Utah. Leigh reported on events that will be taking place in Salt Lake and Moab September 28th & 29th in celebration of this anniversary.

Director's Report

Leigh reported on the following items:

- A wrap up from ESTO included a short video presentation from the event including some of the winners from the advertising awards that US Travel presented.
- The Tour of Utah wrap up. We got a lot of good branding for the state out of the event and a lot of good coverage on TV. They need a major signature sponsor in the future.
- The 2012 Utah Scenic Calendar was distributed to the board and visitors to the meeting. Leigh thanked all of the staff for their hard work on this piece. We received approximately 11,000 photo submissions for consideration. She reported that the calendar was available in time for Labor Day and ESTO. Tracie reported that the calendar is now available to purchase on line.

Colin invited Senator Hinkins to say a few words to the group. The Senator indicated that he is in Green River because his appropriations sub-committee for Natural Resources is coming here at noon for a luncheon and will be talking about the Green River State Park Golf Course. The purpose of the visit is to take a look at the park and try to do what they can to keep the state park open. The state parks are important to tourism. He expressed his appreciation to the board for their efforts on behalf of rural Utah. He also thanked them for holding the board meeting in Green River.

UTIC Update

Nan Anderson thanked all of the elected officials for coming to the board meeting.

She reported on the following items:

- There will be six representatives from Utah attending the US Travel Associations “Grass Roots Boot Camp” in DC next week to highlight the importance of tourism at the national level. Each state sends a delegation. The delegation has an opportunity to meet with their members of congress. This is UTIC’s only legislative involvement at the federal level.
- UTIC will meet with Lt. Governor, Greg Bell (he serves as the co-chair of the Governor’s Rural Partnership Board) on September 20th. He is very interested in helping us with the appropriation request.
- The appropriation request for next year will be dependent on reaching our performance growth requirement.
- An update on legislative fundraisers and events.

New Business

Steve Burr invited the board and those attending the meeting to please join the “Friends of Utah State Parks.” This group is important to help support state parks.

Joel Racker announced that the 2012 Utah Tourism Conference will be held May 15, 16 & 17 at the new Utah Valley Convention Center in Provo.

Tracie Cayford publicly thanked Leigh for a great job for her efforts on ESTO. She asked the audience for a round of applause.

Public Comment

Tina Carter thanked the board and staff for coming and provided gift bags and local melons that had been donated by local businesses.

Tina also reminded the group that they are invited to a lunch at the Green River State Park immediately following the meeting.

Leigh asked the board to give some consideration regarding board meetings next year as to whether they would like to hold them on Thursday or move to Friday in 2012.

Leigh also thanked Tina and Mike again for their hospitality and for their hard work in the area.

Meeting adjourned.

The next board meeting will be held, Thursday, October 13th at Snowbird.