

**Utah Office of Tourism
Board Meeting
Friday, January 9, 2015 – 10:00 a.m.
Miller Suites – Miller Motorsports Park
2901 North Sheep Lane
Tooele, UT 84074**

Present

Board Members

Joel Racker
Kathy Hanna-Smith
Brian Merrill
Lance Syrett
Kym Buttschardt
Pamela Hilton

Mike Taylor
John Holland
Hans Fuegi
Nathan Rafferty
Bill Malone

Via Phone

Jeff Robbins

Staff

Vicki Varela
Barbara Bloedorn
Kaitlin Eskelson
Kelly Day

David Williams
Jay Kinghorn
Lorraine Daly

Guests

Jeremy Chase
Kelly McClelland
Chad Taylor
Red Oelerich
Eric Bright
Pat Holmes
Nan Anderson
Shawn Milne
Jonathan Smithgall
Sarah Nielson
Shalee Johansen
Jim Petersen
Marian Delay
David Delay
Jared Hamner

Struck
Struck
Utah.com
Outdoor Utah
Utah.com
Visit Salt Lake
UTIA
Tooele County Commission
Love Communications
Love Communications
Carbon County Office of Tourism
Tooele City/Wendover Airport
Moab Travel Council
Guest
Tooele County Chamber of Commerce

WELCOME

Joel Racker called the meeting to order and welcomed the board members, staff and the audience to Tooele. He then invited Brian Barney, Director of Sales for Miller Motor Sportspark to say a few words.

Brian welcomed everyone to the park and spoke briefly about the history and activities. The park opened in 2006 on more than 500 acres in Tooele. The World Superbike, Grand-Am Prototypes and SuperKarts are some of the events that have been hosted. There is a car museum that has the largest private collection of Shelby Cobras plus Shelby Mustangs and Ford GT40s. The park is the official home of the Ford racing school. In the summer the park hosts over 100,000 people. Brian invited the board to stop by his office after the meeting for a tour of the

museum.

Shawn Milne, Tooele County Commissioner thanked the board and staff for holding the meeting in Tooele and welcomed them to the area. He indicated that Miller Motor Sportspark is a great asset for Tooele County. Shawn further reported that Tooele County is the second largest county in the state and he talked about some of the great activities they have to offer. He acknowledged Jim Petersen, Director of the historic Wendover Airport. He also introduced Jared Hamner, Executive Director of Tooele County Chamber of Commerce.

Joel then asked the board, staff and visitors in the meeting to introduce themselves.

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes of the December 12th meeting held in Salt Lake. John Holland seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on some of the following items:

- The Governor's Vision Statement has been updated to include tourism – it now states ***“Utah will lead the nation as the best performing economy and be recognized as a premier global business and tourism destination”***
- Participated in a Utah Business Roundtable – some focus on Tourism
- UTIA & UHLA are in initial discussions regarding the potential of merging their annual conferences
- TMPF NAICS code amendments
- Board participation at Sundance
- Australian market
- Tourism Initiative – in the final stages of evaluating one or more consultants to help take this to the next level
- Announced that Gordon Topham will be joining the Co-op Committee and Brian Merrill will be joining the Marketing Committee

CO-OP MARKETING REPORT

Hans Fuegi reminded the board that at the last board meeting there was a discussion regarding amending the language in the co-op marketing portion of the TMPF legislation to allow for in-state advertising. He further added that the committee was asked to meet, discuss the concept and come back to the board with a recommendation. He reported that the co-op marketing committee met and they would like to recommend that the in-state marketing be managed through the cafeteria plan portion of the co-op funds. He further stated that the committee feels that the co-op guidelines should be set up to state that if the overall funding falls below a certain level, the cafeteria plan will be dissolved and all funds would be used for out-of-state advertising.

Hans asked the board to entertain a motion to amend the language in the legislation to allow for some in-state advertising in the co-op marketing portion of the TMPF. Jeff Robbins indicated that he would prefer to see the language before he votes on it. Hans recommended that they could make a motion to have the staff draft the language and send it to the board for their final feedback. If there are no concerns, the staff would move forward with the language as presented. Vicki reported that she could work with the GOED attorney on the language and have it back to the board within a week.

MOTION: With no further discussion, John Holland made a motion for the board to allow the staff to amend the language in the TMPF legislation to eliminate the restriction for in-state marketing in the co-op marketing portion of the funding. The motion comes with the understanding that the staff will forward the proposed language to the board for review within a week of this meeting. Once the board has seen the language and if there is no negative feedback, the staff will move forward with the language as written. Nathan Rafferty seconded the motion. The motion passed.

MARKETING REPORT

Dave Williams reported on some of the following items:

Pay Per Click Proposal: Dave reported that the past three years, we have done a pay per click program that was paid for out of the summer portion of the TMPF through Madden. Dave reported that the marketing committee would like recommend setting aside \$40,000 to be paid for out of left over three-season TMPF funds from prior years for a PPC campaign. He further added that he would like to request the board to allow the flexibility for staff to determine if this campaign is done through Madden or Tania Leichter. He referred the board to a budget sheet in the packets that illustrated the remaining funds from previous fiscal years.

MOTION: With no further discussion, Pam Hilton made a motion to set aside \$40,000 out of left over funds from prior years of the three-season campaign to be used for a pay per click program. Kathy Hanna-Smith seconded the motion. The motion passed.

Warren Miller Proposal: Dave explained that the marketing committee and Ski Utah have discussed being involved in the next Warren Miller Ski film. Some of the assets we would receive in this proposal are: the Warren Miller team would film a Utah segment this winter for the movie that would be shown at the start of the 2015-2016 Utah Ski Season. Warren Miller Entertainment would shoot/script/produce/edit a Utah film inclusion of approximately 7-8 minutes in length. The film would be shown in 80 markets/135 shows, there would be a national tour audience of 200,000+, we will be allowed to work with them to craft the storyline of our segment, we will work with them so they can film in ideal conditions and they will also spend time shooting B-roll that meets our needs and can be used by the UOT, Ski Utah and our partners. The proposal would cost \$185,000. The funding would come from the FY 2016 winter ad budget.

Dave asked if the board would entertain a motion to authorize the marketing committee to discuss this further after the board meeting to make a decision on our participation to include a possible multi-year commitment. The funds would not be spent until the next fiscal year but we have to make a commitment now so WM can film in the current ski season. Dave further added that WM would be included as a line item in the next fiscal year budget and the board would vote on the overall budget at that time.

MOTION: Brian Merrill made a motion to authorize the marketing committee to discuss the Warren Miller proposal after this board meeting in order to decide if the UOT will participate in a filming agreement that could include one year or multi-year participation. If they decide to participate, the funds would be included as a line item in the 2015/2016 fiscal year budget. Hans Fuegi seconded the motion. The motion passed.

Three Season 2015 Timeline: Dave displayed a spreadsheet that provided the timeline of the three season campaign which included network cable, spot TV and digital. He expressed the importance of trying to get some of our visitors to come in the shoulder seasons to help with the overcrowding in some of the parks. The spreadsheet showed that national cable advertising will

run for four weeks starting on March 9th. Spot market ads will start on March 2nd in Phoenix, March 9th in Denver and March 16th in LA and Las Vegas. The digital campaign will begin on February 23rd and run through April 26th. We will also do some additional spot TV and digital marketing in the fall around mid-September.

Ad Agency Contract: Dave reported that the Struck contract will expire June 30th. The terms of the contract do not allow anymore renewals. We will be issuing an RFP in February or March. The staff would like to have the marketing committee participate in the selection process.

COMMUNICATIONS UPDATE

Jay Kinghorn provided a few statics on how the digital winter ad campaign is going:

- Digital winter ad campaign – Click through rate is .23% more than double the national average and equal to where we were last year – other statistics were provided
- Also provided some information regarding post-impression activities

Jay provided a PowerPoint presentation that included some of the 2015 plans for the communications team. Some of the items covered were:

- Communications Team - key pillars – focus on what the customer needs
- Key milestones for the first quarter of 2015
 - Website restructure – launch early February
 - Travel guide overhaul – better print/image quality and lower cost
 - E-newsletter re-launch
- Key milestones for the second quarter of 2015
 - Hire new social media firm – working on RFP
 - Social advertising
 - PR strategy - refresh with Turner PR in March
 - Building and testing data models
 - Begin Phase II of website
 - Anticipate ambassador program
 - Expanded role in Global Branding effort

UTIA UPDATE

Nan Anderson reported on some of the following items:

- TMPF – CPI rate of inflation
- Agra-Tourism Bill File
- Liquor law Legislation
- Tourism Works PAC ski day fund raiser – January 20th – Snowbird
- Tourism Day on the Hill – February 25th – UTIA meeting in the state auditorium
- UTIA & UHLA are in negotiations regarding combining annual conferences

PUBLIC COMMENT

Red Oelerich reported that the 2015 Outdoor Retailer Winter Market will be held January 21st – 24th at the Salt Palace.

Jim Petersen from the Wendover Airport spoke briefly about the new Wendover museum that should be complete in September, 2015.

Tooele County invited the board and staff to do a FAM in the area in the near future.

Meeting adjourned, the next board meeting will be held, Friday, February 13th in Salt Lake.