

**Utah Office of Tourism
Board Meeting
Friday, February 13, 2015 – 10:00 a.m.
Loveland Living Planet Aquarium – Ocean’s Room
12033 Lone Peak Parkway
Draper, UT 84020**

Present

Board Members

Joel Racker
Kathy Hanna-Smith
Brian Merrill
Nathan Rafferty
Jeff Robbins

Mike Taylor
John Holland
Hans Fuegi
Kym Buttschardt
Gordon Topham

Absent

Bill Malone
Pamela Hilton

Lance Syrett

Staff

Vicki Varela
Barbara Bloedorn
Kaitlin Eskelson
Lyle Almond

David Williams
Jay Kinghorn
Lorraine Daly

Guests

Jeremy Chase
Kelly McClelland
Chad Taylor
Red Oelerich
Nan Anderson
Jonathan Smithgall
Sarah Nielson
Jordan Garn
Randy Rhodes
Cody Draper
Peggy Conway
Chris Newton
Suzy Broadbent
Brent Andersen
Mike Vermillion
Tom Love
Elizabeth Brown
Brad Petersen
Marsha Holland

Struck
Struck
Utah.com
Outdoor Utah
UTIA
Love Communications
Love Communications
Utah Hotel & Lodging Assoc.
Utah.com
Utah.com
Love Communications
Go-Utah.com
Loveland Living Planet Aquarium
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Loveland Living Planet Aquarium
Love Communications
Visit Salt Lake
Outdoor Recreation/GOED
Bryce Canyon

WELCOME

Joel Racker welcomed the board, staff and visitors to the meeting and thanked the Loveland Living Planet Aquarium for hosting. He recognized Brent Andersen, Founder & CEO, Mike Vermillion, COO, Suzy Broadbent, Director of Marketing and Megan Rhoads, Catering Manager. He then invited our hosts to

say a few words.

Brent Andersen welcomed the group to the aquarium. He reported that the aquarium opened on March 25, 2014 and is expected to exceed one million visitors in just eleven months. The visitation numbers rank this aquarium 9th in the nation. 12% of the visitors are from out-of-state.

Mike Vermillion gave a brief welcome and reported that he is the new Chief Operating Officer, just beginning his 5th day in this position having moved here from Florida. He is a 20 year veteran of Walt Disney World. He further added that he will focus on the visitor experience at the aquarium and the 2015 goal will be to try to increase out-of-state visitation to 23%. He invited the board members to stick around after the meeting for a tour of the facility.

Joel then had the board, staff and visitors introduce themselves.

MINUTES

MOTION: Kathy Hanna-Smith made a motion to approve the minutes of the January 9th meeting held at Miller Motorsports Park in Tooele. Hans Fuegi seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on some of the following items:

- The legislature continues to show its confidence in tourism
- TMPF looks good for next year – the Governor recommended \$18 million in his budget
- Amendments to the TMPF legislation are all on track including the NAICS code improvements
- TMPF in state marketing – will start out very modestly, focus on a pilot program with clear measureables - will continue to focus on our core mission of out-of-state marketing both national and international
- TMPF amendments bill passed through the House and goes to Senate committee in the next couple of days – Evan Vickers is the Senate sponsor
- St. George Welcome Center – appropriations committee over state buildings has advanced this request with 90% of the funding needed for the \$2.3 million center – there are still some hurdles on this issue – thanks to the board members who reached out to this committee
- TODS Legislation – Representative Noel is the sponsor – major billboard companies have some concerns about aspects of this
- Linda Gilmore, of Millard County was just named the Rural Outreach Director for GOED replacing DeLynn Fielding – she will be very helpful on our Rourism initiative
- Rourism Kick-off – there are four pilot counties that will be working with Roger Brooks to help them advance improving their downtowns and their branding – the launch will take place at GOED on February 17th - The four counties are Daggett, Emery, Kane and Box Elder
- Updated website will launch on Monday – Jay Kinghorn will give an update later in this meeting

MARKETING REPORT

Dave Williams reported on some of the following items:

- **Winter Campaign Stats** – both Bill Malone in Park City and Kim McClelland of Deer Valley reported that their numbers are strong and looking for a record breaking weekend for President's Day – unsure how the March numbers will be - website visits are up significantly during the ad campaign
- **Value Ad Spots** – showed some ad spots including but not limited to 30 second ads in Ogden,

Salt Lake, and Sundance

- **Digital Media Report** – Jonathan Smithgall from Love Communications gave an update on how the digital analytics are going for the winter campaign
 - Flight dates – 10/29/14 – 2/15/15
 - Reporting period – 10/29/14 – 01/31/15
 - Campaign Highlights – delivered over 72 million impressions and generated 176,747 clicks – overall click through rate of .24% - above the travel industry average CTR of .1%
- **Three Season Media Buy 2015** – Tom Love gave a brief overview of the negotiated media buy
 - Put the Mighty Five on a national stage using network cable and digital
 - Spot TV in LA, Denver, Phoenix, Las Vegas – 18 major cable networks – 60% spots in primetime
 - Flight dates – 3/9/15 – 4/5/15
 - Cost - \$3,249,824
 - Total Impressions – 282,073,000
 - CPM - \$11.56
 - Total Spots – 1,112
 - Value Added - \$250,000
 - Jonathan reviewed the digital goals & markets, digital strategy, reach & flight

After the presentation Dave Williams asked if the board would entertain a motion to approve the media buy as presented.

MOTION: John Holland made a motion to approve the media buy in the amount of \$3,249,824 as presented. Kathy Hanna-Smith seconded the motion. The motion passed.

- **Warren Miller Film Update** – Dave reported that the marketing committee decided to have Warren Miller shoot footage this year to be used for next winter. They will start shooting February 23rd
- **Amsterdam /Salt Lake Direct Flight** – Kaitlin Eskelson gave a PowerPoint presentation regarding the details of the upcoming Delta direct flights to and from Amsterdam slated for May 1st and 2nd, 2015. Some of the items covered in her presentation were:
 - Flight details & current status – hope for 198 passengers at a 90% capacity – flight will be 5 times per week for the first two weeks (not Tuesday & Wednesday) then expanding to 7 days a week – flight will be seasonal through October
 - Sales Mission – 2-day sales blitz in Amsterdam in March to help advertise direct flight
 - Awareness Campaign/Trip Giveaway – Essay Contest – Giveaway Utah Trip – Will announce winner at Governor’s reception in Amsterdam, June 7th
 - Promotion of flight prior to launch – working with Delta & director of Aviation at Amsterdam International Airport – possible digital placements, in-flight entertainment, etc.
 - May 1st inaugural activities in Amsterdam – refreshments and décor at the gate, water cannon
 - May 2nd inaugural activities in Salt Lake – water cannon, passengers will receive Frommer’s style book on airline seat, music, food, entertainment at baggage claim
 - Governor’s Trade Mission June 7th – 17th – 3 days in Amsterdam – 1st night event, emphasis on tourism – subsequent days spent blitzing local tourism entities with Delta reps
 - Budget – up to \$60,000

After Kaitlin's presentation, Dave Williams asked that the board entertain a motion to approve up to \$60,000 to fund the expenses as outlined above for the direct flights to and from Amsterdam on May 1st and 2nd. Dave then referred the board to a budget sheet in their packets that provided details on funds remaining from prior years that have not been committed or spent including \$8,450 for consumer shows, \$6,499.87 for Domestic PR, \$24,003.18 from the Lone Ranger, and \$1,875 from the 3-season media buy. He requested that these remaining funds be dedicated to the promotion of the Delta direct flights to and from Amsterdam. He further added that the board previously set aside \$40,000 for a possible search engine marketing campaign. He would like to dedicate up to \$20,000 of these funds along with the remaining funds from the 3-season campaign as outlined above to promote the Amsterdam flights. Dave then asked the board to entertain a motion to approve these funds.

MOTION: With no further discussion, Mike Taylor made a motion to allocate up to \$60,000 to promote the Amsterdam flights as outlined above. Kym Buttschardt seconded the motion. The motion passed.

WEBSITE UPDATE

Jay Kinghorn presented some of the changes that are being made to the website which will launch on Monday. Some of the items covered in the presentation were:

- At the November 2013 board meeting, board recommended website priorities were:
 - Built around mobile use – all of the content on the new site will be accessible by mobile devices or tablets
 - Geo-aware – the site will understand the location within the state regarding the content that is being described – this has been accomplished
 - Itinerary builder – due to the expense this item has been put on hold for more ideas and discussion
 - Content Management Systems as a flexible content library – gives us a lot of ability to extend this as a web publishing platform

Jay illustrated some of the changes and explained some of the building blocks and how to maneuver around within the site.

UTIA UPDATE

Nan Anderson reported on some of the following items:

- TMPF legislation
- TODS program legislation
- State Parks Bills
- Branded Lobbyist
- Public Accommodations Fairness Bill
- Search & Rescue Bill
- Agri-Tourism Bill
- Tourism Day on the Hill – February 25th – Capitol Rotunda
- Annual Tourism Conference – October 6th – 8th in Bryce Canyon
- UTIA working with Wes Curtis to reinvigorate rural legislative tour

PUBLIC COMMENT

Jordan Garn announced that the UHLA annual legislative dinner will be held Tuesday, February 17th

Red Oelerich announced some of the feature stories that will be part of the new Utah Outdoor Adventure Guide.

Brad Petersen representing GOED/Utah Outdoor Recreation reported on a few of the following items:

- Governor's Outdoor Recreation Summit will be held March 3rd at the Salt Palace
- State Parks Bills
- Search & Rescue Bill
- Industrial Assistance Fund Bill

Gordon Topham spoke briefly about the Bryce Canyon Natural History Association success

Joel Racker announced that there will be a delegation going to DC for Destination Capitol Hill, March 25th and 26th.

Meeting adjourned. The next meeting will be held, Friday, April 10th in Richfield.