

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA  
Thursday, February 9, 2023 – 2:30-4:30 pm**

**World Trade Center Utah  
60 E South Temple, 1st Floor Training Room  
Salt Lake City, UT 84111**

<https://us02web.zoom.us/j/87221167582?pwd=d3pnWVh4dTY5RGU1ZGVwQi8yMmJvQT09>  
Meeting ID: 872 2116 7582 / Passcode: 020923

1. Welcome & Introductions: Lance Syrett, Chair - 2:30 pm
2. Approval of Minutes: Lance Syrett, Chair - 2:45 pm
3. Ryan Starks, Executive Director of Governor’s Office of Economic Opportunity - 2:50 pm
4. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 3:00 pm
5. International Update - 3:10 pm  
Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism  
Zach Fyne, Global Markets Specialist, Utah Office of Tourism
6. Travel Trends - 3:30 pm  
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications  
Becky Keeney, Director of Strategy, Utah Office of Tourism
7. Marketing Committee Report: 3:50 pm  
Southern Utah+ 2022/2023 update  
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism  
Kylie Kullack, Head of Client Engagement, Struck  
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications  
  
Northern Utah+ 2022/2023 budget approval \$715,000  
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism  
Becky Keeney, Director of Strategy, Utah Office of Tourism  
Sydnie Furton, Account Supervisor, Love Communications
8. UTIA Update: Natalie Randall - 4:10 pm
9. Announcements/Upcoming Events – Board and Public - 4:25 am

**The next board meeting is scheduled for Friday, April 14 at 10 a.m., in Helper, UT.**

**Red Emerald Strategic Plan Imperatives**

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness