

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA  
Friday, April 14th, 2023 – 10:00-12:00**

**The Rio Theatre  
210 S. Main Street, Helper, UT 84526**

<https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09>  
**Meeting ID: 879 6436 3237**  
**Passcode: 781797**

1. Welcome & Introductions: Nathan Rafferty, Vice Chair - 10:00 am
2. Approval of Minutes: Nathan Rafferty, Vice Chair - 10:20 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:25 am
4. International Update - 10:40 am  
Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism
5. 2022 Data Review - 11:00 am  
Denise Jordan, Marketing Analytics & Research Manager, Utah Office of Tourism
6. Marketing Committee Report: 11:20 am  
VisitUtah.com  
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism  
Kim Heys, Web & Content Manager, Utah Office of Tourism  
Megan DeAngelis, Account Director, Hanson Dodge  
Ethan Koehler, VP Digital Experience & Technology, Hanson Dodge
7. UTIA Update: Natalie Randall - 11:40 am
8. Announcements/Upcoming Events – Board and Public - 11:55 am

**The next board meeting is scheduled for Friday, May 14 at Homestead Resort, 700 Homestead Drive, Midway, UT 84049**

**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