

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Friday, June 9, 2023 – 10 am-12 pm

**Best Western Plus Bryce Canyon Grand Hotel
Ponderosa Conference Room
30 N 100 E, Bryce Canyon City, UT 84764**

Join Zoom Meeting

<https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09>

Meeting ID: 879 6436 3237

Passcode: 781797

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett, Chair - 10:20 am
3. Host community welcome and update - 10:25 am
Falyn Owens, Executive Director, Garfield County Office of Tourism
4. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:40 am
5. International Update - 11:00 am
Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism
6. Marketing Committee Report - 11:20 am
Ski+ 2022/2023 campaign report
Dave Williams, Associate Managing Director, Utah Office of Tourism
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
7. UTIA Update: Sara Toliver - 11:40 am
8. Announcements/Upcoming Events – Board and Public - 11:55 am

The next board meeting is scheduled for Friday, August 11, in Salt Lake City.

Red Emerald Strategic Plan Imperatives

1. Continue Powerful Branding
2. Prioritize Quality Visitation
3. Distribute Visitation
4. Enable Community Led Visitor Readiness
5. Improve Organizational Effectiveness