

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Friday, October 20, 2023 – 10 am-12 pm

Brigham Academy Center
58 North Main Street, Brigham City

Join Zoom Meeting

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

Meeting ID: 879 6436 3237

Passcode: 781797

1. Welcome & Introductions: Kym Buttschardt, Chair - 10:00 am
2. Approval of Minutes: Kym Buttschardt, Chair - 10:20 am
3. Attendance policy update approval: Kym Buttschardt, Chair - 10:25 am
4. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:35 am
5. Community Relations Team Update - 10:45 am
Camille Johnson, Community & Partner Relations Director, Utah Office of Tourism
6. Travel Trends - 11:10 am
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
Becky Keeney, Director of Strategy, Utah Office of Tourism
7. Marketing Team Update - 11:30 am
Campaign Updates
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
8. Announcements/Upcoming Events – Board and Public - 11:45 am

The next Utah Board of Tourism Development meeting will be held on Friday, Nov. 17 at the R.J. Law Convention Center in Delta.

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