

UTAH BOARD OF TOURISM DEVELOPMENT
VIRTUAL MEETING AGENDA
Friday, August 9, 2024 – 10am-12pm

Zoom meeting

<https://us02web.zoom.us/j/83492810219?pwd=qnbEUu8DnoF3A64ruSN0DJIVjYMyPx.1>

Meeting ID: 834 9281 0219

Passcode: 359879

1. Welcome & Introductions: Kym Buttschardt, Chair - 10am
2. Approval of Minutes: Kym Buttschardt, Chair - 10:10am
3. Managing Director Report: Natalie Randall, Utah Office of Tourism - 10:15am
4. Strategic Plan for Fiscal Year 2024/2025 - 10:30am
Becky Keeney, Director of Strategy, Utah Office of Tourism
5. Marketing Committee Report - 10:50am
Fiscal Year 2024/2025 Marketing Plan Motion for Approval
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
6. Co-op Committee Report - 11:10am
Recommendation to award applicants \$4,598,350.09 Motion for Approval
Lesha Coltharp, Co-op Committee Chair, Board of Tourism Development
7. Utah Film Commission's Incentive Program Motion for Approval \$51,181 - 11:25am
Virginia Pearce, Director, Utah Film Commission
8. UTIA Update - 11:45 am
Joan Hammer, Utah Tourism Industry Association
9. Announcements/Upcoming Events from Board and Public - 11:55 am

The next board meeting will be held at 9:45am, Wednesday, September 25 at the Davis Convention Center in Layton, during the [Utah Tourism Conference](#).

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