

**UTAH BOARD OF TOURISM DEVELOPMENT
MEETING AGENDA**

Friday, July 12, 2024 – 10am-12pm

Join Zoom Meeting

<https://us02web.zoom.us/j/83509888800?pwd=Yk1mWUtrckoxcmFyOVdjMEVVZjJzZz09>

Meeting ID: 835 0988 8800

Passcode: 052098

1. Welcome and introductions: Kym Buttschardt, Chair
2. Approval of June meeting minutes: Kym Buttschardt, Chair
3. Utah Film Commission motion for approval \$1,511,901
Virginia Pearce, Director, Utah Film Commission
4. Announcements – Board and Public

**The next Utah Board of Tourism Development meeting will be held virtually on
Friday, August 9 at 10am.**

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