

**UTAH BOARD OF TOURISM DEVELOPMENT  
MEETING AGENDA**

**Friday, November 8, 2024 – 10 am-12 pm**

**Provo Airport, Sky View Lounge, 1331 Sky Way, Provo 84601**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/83751081561?pwd=gbGbPa3HCNmfwUliZyPGGQlheBiWIF.1>

**Meeting ID: 837 5108 1561**

**Passcode: 917147**

1. Welcome & Introductions: Kym Buttschardt, Chair - 10 am
2. Approval of Minutes: Kym Buttschardt, Chair - 10:20 am
3. Managing Director Report: Natalie Randall, Utah Office of Tourism - 10:40 am
4. Utah Film Commission - 10:45 am  
Incentive Program allocation \$234,000 Motion for Approval  
Virginia Pearce, Director, Utah Film Commission
5. Marketing Committee Report - 11 am  
Fiscal Year 2024/2025 Ski & Winter Campaign  
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism  
  
Social Media  
Renata Tilkian, VP Client Services, Sparkloft Media  
Alec Wooden, Director, Paid Media & Insights, Sparkloft Media
6. UTIA Update - 11:40 am  
Joan Hammer, Utah Tourism Industry Association
7. Announcements/Upcoming Events from Board and Public - 11:55 am

*The next board meeting will be held virtually on Friday, December 13 at 10 am.*

**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