

**UTAH BOARD OF TOURISM DEVELOPMENT
MEETING AGENDA
Friday, July 11, 2025 – 10am**

Join Zoom Meeting:

<https://us02web.zoom.us/j/81489142098?pwd=aXCzhfiwul8JcwcR1Axjd9jG9GhSue.1>

Meeting ID: 814 8914 2098

Passcode: 055932

1. Welcome and introductions: Nathan Rafferty, Vice Chair
2. Approval of June meeting minutes: Nathan Rafferty, Vice Chair
3. Utah Film Commission motion for approval \$1,105,242
Virginia Pearce, Director, Utah Film Commission
4. Public Comment

**The next Utah Board of Tourism Development meeting will be held in Salt Lake City on
Friday, August 8 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