

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA**  
Friday, January 11, 2019 – 10:00 am – 12:00 pm  
Gallivan Hall  
239 Main Street  
Salt Lake City, UT 84111

1. **Welcome & Introductions: Lance Syrett, Chair - (10:00 am)**
2. **Oath of Office for Commissioner Dean Cox: Lorraine Daly - (10:15 am)**
3. **Approval of Minutes - (10:20 am)**
4. **Managing Director Report: Vicki Varela - (10:25 am)**
5. **Marketing Committee Report -**
  - a. **Indicator Dashboard - Rachel Stone (10:40 am)**
  - b. **Winter Campaign Update - Struck/Love (10:45 am)**
  - c. **3-Season Campaign Strategy - Struck/Love (10:55 am)**
  - d. **Cafeteria Update - Becky Keeney (11:15 am)**
  - e. **Destination Development Update - Rachel Bremer and Flint Timmins (11:20)**
6. **UTIA Update (11:35 am)**
7. **New Business/Public Comment - (11:45 am)**

**Meeting adjourned – The next board meeting will be held February 8, 2019 at the Element Event Center in Kearns, UT.**

**UTAH OFFICE OF TOURISM GOALS**

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state