

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**

**Friday, November 9, 2018 – 10:00 am – 12:00 pm
Hyatt Place at Station Park – Large Conference Room
222 W Union Ave.
Farmington, UT 84025**

- 1. Welcome & Introductions: Lance Syrett, Chair - (10:00 am)**
- 2. Approval of Minutes - (10:20 am)**
- 3. Managing Director Report: Vicki Varela - (10:25 am)**
- 4. Approval of Cafeteria Co-op Program Changes - Becky Keeney - (10:35 am)**
- 5. Marketing Committee Report: (10:50 am)**
 - **Dashboard - Rachel Stone (10:50)**
 - **Update on 3-season Fall campaign and Winter Campaign - Jonathan Smithgall - (11:00 am)**
 - **Approval of Days of '47 Cowboy Games & Rodeo proposal - Tommy Joe Lucia - (11:15 am)**
- 6. New Business/Public Comment - (11:30 am)**

Meeting adjourned – The next board meeting will be held January 11, 2019 in Salt Lake City.

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