

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA
Friday, April 1, 2022 –10:00 am to 12:00 pm**

**Utah Motorsports Campus
(512 Sheep Ln, Erda, UT 84074)**

**Zoom Participation
Join Zoom Meeting**

<https://us02web.zoom.us/j/84083559739?pwd=K3Zub3BsVmNSbmEvOFI1bEdwR3BGUT09>

**Meeting ID: 840 8355 9739
Passcode: 265440**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett, Chair - 10:20 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:25 am
4. International Update: 10:40 am
 - a. Market outlook/Q3 Trade/Social updates/Q4 looking ahead
Rachel Bremer, Global Markets Director, Utah Office of Tourism
Zach Fyne, Global Markets Specialist, Utah Office of Tourism
Jody Blaney, Global Markets Specialist, Utah Office of Tourism
Taylor Hartman, Global Content & Tour Specialist, Utah Office of Tourism
5. Resident Sentiment Survey Report: Denise Jordan, Marketing Analytics and Research Manager, Utah Office of Tourism - 11:00
6. Marketing Committee Report:
 - a. Sponsorship Request of \$150,000 Tommy Joe Lucia, Days of 47 Cowboy Games 11:20 am
 - b. Northern Utah+ FY2022 Campaign Plan and \$820,000 media buy approval - 11:30 am
Dave Williams, Associate Managing Director, Utah Office of Tourism
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
Kylie Kullack, Head of Client Engagement, Struck
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
7. UTIA Update: Natalie Randall, Utah Tourism Industry Association - 11:45 am
8. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The board retreat and public meeting is scheduled for May 5-6, 2022 at Eagle Point Resort (150 S W Village Cir, Beaver, UT 84713)

Red Emerald Strategic Plan Imperatives

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness