

**Utah Office of Tourism  
Board Meeting  
Friday, April 8, 2016 – 10:00 a.m.  
Wendover Historic Airport  
Sr. Master Sergeant John T. Brinkman Service Club – Main Hall  
345 Airport Way  
Wendover, UT 84083**

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**Present**

**Board Members**

Joel Racker  
John Holland  
Kym Buttschardt  
Sara Toliver  
Kathy Hanna-Smith

Nathan Rafferty  
Gordon Topham  
Mike Taylor  
Glen Overton  
Lance Syrett

**Absent**

Greg Miller

Brian Merrill

**Staff**

Vicki Varela  
Jay Kinghorn  
Becky Johnson  
Kelly Day

Dave Williams  
Barbara Bloedorn  
Emily Moench

**Guests**

Pat Holmes  
Randy Rhodes  
Chad Taylor  
Jeremy Chase  
Monique Beeley  
Jonathan Smithgall  
Hannah Pelletier  
Deb Park  
Marsha Holland  
Jenn Andrs  
Rob Greener  
Shalee Johansen  
Red Oelerich  
Nan Anderson  
Jim Petersen  
Shawn Milne

Visit Salt Lake  
Utah.com  
Utah.com  
Struck  
Outdoor Utah  
Love Communications  
Love Communications  
Turner PR  
Tropic Resident  
Tour of Utah  
Tour of Utah  
Carbon County Office of Tourism  
Outdoor Utah  
UTIA  
Wendover Airfield  
Tooele County Commission

**WELCOME**

Joel Racker called the meeting to order and welcomed the board, staff and visitors to the meeting at the Wendover Historic Airport. Joel acknowledged that Brian Merrill and Greg Miller are excused from the meeting and reported that Russell Clove had accepted another job out of state and has resigned his duties on the board. Joel then asked the board, staff and visitors to introduce themselves.

Joel then invited Shawn Milne, Tooele County Commissioner and Jim Petersen, Director of the Wendover Airport to say a few words.

Commissioner Milne welcomed everyone to Wendover, Utah. He thanked the board and staff for holding the board meeting in the area. He also thanked everyone that joined them for a tour of the facility yesterday. He gave a brief update on Tooele County efforts and thanked the board for all of its support for the county. He then turned the time over to Jim Petersen to give a brief history of the airport.

Jim Petersen provided a few brief details of the history of the airport.

The Wendover Field was conceived during the late 1930's and Congress appropriated funds in 1940 for the acquisition of land for bombing and gunnery ranges.

Wendover was selected because of the Great Salt Lake desert with its vast uninhabited terrain. The Army Air Corps began building structures on September 20, 1940 in Wendover and this would ultimately become Wendover Field.

The installation became a sub-post of Fort Douglas, Salt Lake City, on July 29, 1941 and additional land acquisitions brought the total area to 1,822,000 acres. The site was hailed as the largest bombing and gunnery range in the world. During WWII there were approximately 668 building structures and 17,000 military personnel there. Now there are 90 of the original WWII structures still standing.

The Historic Wendover Airport Foundation began in 2001. \$2.5 million has been spent on the restoration of the base to date. The vision is to have this base become the mini Williamsburg, Virginia of Army/Air Force training bases and visitors can easily walk from one building to the next.

Jim invited everyone to stop by the museum and gift shop and asked that everyone please sign the registry before they leave. He also invited them to come back to the airport for a tour of the facility.

## **MINUTES**

**MOTION:** Kathy Hanna-Smith made a motion to approve the minutes of the February 12<sup>th</sup> board meeting held in Salt Lake. Gordon Topham seconded the motion. The motion passed.

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- The legislature appropriated \$21 million for the TMPF for FY2016/2017
- Transparent RFP process
- The Co-op Application Process – John Holland to cover details in his report
- The GOMB Success Formula - quantify that we are on the right path for success
- The UOT received the Adrian Gold Award for the Co-op Marketing Program, the Adrian Bronze Award for “Find your Greatest,” several gold awards for the scenic calendar, Expedia recognition for our international strategy
- Vicki, Joel, Nan and Nathan met with our congressional delegation in DC to remind them the importance of Utah Tourism to the economy and to highlight policy issues such as the Visa Waiver program and the passenger facility charge at the airport
- Vicki is now serving on the U.S. Travel Association's Executive Committee and is Vice Chair of the Western States Tourism Policy Council

- Vicki and Becky from the UOT will be participating in an event with Delta Airlines to celebrate the kick-off of the direct flight from London to Salt Lake. The flight starts from Salt Lake on April 23<sup>rd</sup> and from London on 24<sup>th</sup>. The flight will occur every day during the summer and four days a week the rest of the year.

## MARKETING REPORT

Dave Williams reported on the following items:

- Reviewed dashboard results for overall tourism, domestic and international measures
- Reviewed the winter ad effectiveness key takeaways

**Tour of Utah:** Jenn Andrs provided a PowerPoint presentation that covered details from the 2015 Tour of Utah and plans for 2016

Some stats provided in the 2015 portion of the presentation were:

- 711 miles of racing
- 51,442 feet of vertical climbing
- 16 teams
- 124 pro men's cyclists
- 380,000 fans in attendance
- \$22+M economic impact

2016 Tour of Utah plans include:

- Tours to begin on August 1, 2016 and end on August 7, 2016
- Legs of tour will include: Zion to Cedar City, Escalante to Torrey, Richfield to Payson, IM Flash to Kearns, Antelope Island to Bountiful, Snowbasin to Snowbird and Park City

Other items covered in the 2016 portion of the presentation included benefits the UOT would receive as a sponsor of the event such as event marks and logos, cross-promotion with other sponsors and media partners, national broadcast of the event, lanyards, media exposure, on-site signage and hospitality.

After the presentation, Nathan Rafferty reported that the marketing committee met to discuss the 2016 Tour of Utah and the committee is recommending a sponsorship in the amount of \$200,000. He added that the marketing committee feels that this is a great event and a great partnership.

**MOTION:** Nathan Rafferty made a motion to appropriate \$200,000 for the 2016 Tour of Utah with the caveat that the organization sit down with the State of Utah post-race before we think about 2017. The small communities put great efforts into this event and are at the point they have reached their limits. We need to figure out how we can better collaborate with these small communities to help this event continue to flourish. Kym Buttschardt seconded the motion. Gordon Topham commented that insurance to cover the events in the smaller communities is one of the items that need to be addressed. With no further discussion, the motion passed. Dave Williams added that the funds would come from the FY2017 budget and will be a 65/35 split.

**Ski Utah Magazine:** Dave Williams reported that in order to bring snow boarders and skiers into the state, we have partnered closely with Ski Utah, Park City Chamber Bureau and the ski resorts to make sure that we have a concerted, coordinated effort spending our dollars in a wise

manner to bring more visitors to the state. One of the key components of that is partnering with Ski Utah to polybag the Ski Utah Magazine. We view this as the print portion of the winter media buy. We would like to polybag Ski Utah Magazine as follows:

- 100,000 copies with the December issue of Outside Magazine
- 75,000 copies with the November issue of Texas Monthly
- 20,000 copies with the December issue of Orange Coast

The magazine would go out to 16 different states. The total cost would be \$228,425. We are proposing providing \$90,000 and Ski Utah would provide \$138,425. Dave reported that the marketing committee is recommending allocating \$90,000 out of the winter media buy for the poly-bagging. He added that it is much cheaper to polybag than actual postage. The rest of the winter media buy will be presented at a later date.

**MOTION:** With no further discussion, Kathy Hanna-Smith made a motion to approve allocating \$90,000 out of the winter media buy to polybag Ski Utah Magazine with Outside, Texas Monthly and Orange Coast magazines as outlined above. Sarah Toliver seconded the motion. The motion passed, Nathan Rafferty and Kym Buttschardt recused themselves.

## **CO-OP MARKETING REPORT**

John Holland reported on the following items:

- **Jump Start Co-op Program:** John reported that in the prior meeting the board approved this program to assist counties with TRT revenues of \$40,000 or less. Right now that would include Piute and Morgan Counties. Their economic and staff constraints make it very difficult for them to compete on the same terms as other counties. This program would be for in-state and out-of-state marketing opportunities to help “jump start” the increase of TRT numbers in those areas. The maximum annual investment would be \$40,000 per county, \$30,000 from the state and \$10,000 from the local government entity. This program would only be available for three cycles (years) at which time the entity would transition to the Traditional Co-op Program at the current 1 to 1 match. John also added that there would be an application process for these funds.
- **Traditional Co-op Program:** the application deadline is June 23<sup>rd</sup> and the recommended cap is \$325,000. The overall budget for the co-op program this year would be \$4.2 million. The committee recommends that \$850,000 be set aside for the cafeteria program this year. The oral interviews will be scheduled for July 18<sup>th</sup>, 19<sup>th</sup> and possibly the 20<sup>th</sup> if needed.
- **Application Process:** In order to provide the best oversight that we can for the entire program. The committee reviewed the application and the eligibility of Non-DMO Non-Profit Organizations. The committee has come up with an additional set of questions that would be added to the application that would have to be completed by any Non-DMO Non-Profit organization. We need to continue to look at and maintain the integrity of the program. We have consulted with the Utah Department of Commerce who is willing to work with us in reviewing any applications that require additional review or scrutiny in terms of eligibility. The board has been provided with a draft list of the additional questions. The committee is recommending that these questions be added to the application. John added that these questions are used with the IRS and the Utah Department of Commerce when an organization is applying for non-profit status. They are also asked these questions annually.

After John's report, he asked that the board entertain a motion to approve the Co-op cap, the Cafeteria amount and adding the new questions to the application process.

**MOTION:** Mike Taylor made a motion to approve a cap of \$325,000 for the traditional co-op applications, a budget of \$850,000 for the Cafeteria plan and to approve the inclusion of the eight new questions in the application that would be filled out by Non-DMO Non-Profit organizations. Lance Syrett seconded the motion. The motion passed.

**Public Relations Update:** Deb Park from Turner PR gave a presentation on the PR Strategy and Measurement for FY2016. Items covered in her presentation were:

- PR approach and topline strategy – media targets, proactive pitching themes, FAM trips, in-market media tours, partner involvement
- Target Media samples
- Proactive outreach accounts for approximately 65 percent of Utah's travel and tourism-related coverage
- Example Coverage – Travel & Leisure, US Magazine, Food Network, Fodor's Travel, Aspire Metro Magazine, OC Weekly, Sky Magazine, Field & Stream
- Qualitative Measurement – media measurement requires quantity and quality
- Defining Success
- Analysis – Score Sheet Sample
- Coverage by Season
- 137 articles from FAMs and proactive pitches

## **UTIA REPORT**

Nan Anderson reported on the following:

- TMPF - \$21 million for FY2016/2017 – Thanks to Vicki Varela and Des Barker
- HB52 – Outdoor recreation funding bill – they were awarded \$1 million
- Outdoor Recreation got \$700,000 for their grant program
- Liquor legislation – SB217 – 80 hotel licenses to be issued
- Tourism PAC – half the Utah Senate and all of the House is up for election – need to support our tourism champions
- Utah Tourism Conference – September 27<sup>th</sup> – 29<sup>th</sup> at the Zermatt and Homestead Resorts
- The next UTIA membership meeting is Thursday, April 14<sup>th</sup> at the St. George Courtyard from 2:00 – 4:00 pm

## **NEW BUSINESS**

Gordon Topham requested that everyone please take a look at their new website – [trailcountry.com](http://trailcountry.com)

## **PUBLIC COMMENT**

Mo Beeley passed out the 2016 Outdoor Utah Guide.

Meeting adjourned. The next meeting will be held Friday, May 13<sup>th</sup> at the Red Canyon Lodge in Dutch John, Utah.