

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA
Friday, April 10th, 2020 – 10:00am to 12:00pm
Virtual Meeting Via Zoom: Description:**

Join Zoom Meeting

<https://zoom.us/j/873432206?pwd=MIY1Wlh2R2FYcVV2V2ZUWddWay9UZz09>

Meeting ID: 873 432 206

Password: 927494

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:10 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:15 am
 - a. COVID-19 Update
 - b. Introduce Bianca Lyon, Community & Partner Relations Director, Utah Office of Tourism
 - c. Introduce Pitt Grewe, Director, Utah Office of Outdoor Recreation
 - d. Introduce Cody Adent, Executive Director, Utah Tourism Industry Association
4. Marketing Committee Report:
 - a. Impact of COVID-19 on Current Marketing Campaigns - Jonathan Smithgall, Media Buyer, Love Communications - 10:30 am
 - b. COVID-19 Metrics - Jonathan Smithgall, Media Buyer Love Communications - 10:35
 - c. Plan and Messaging Related to COVID-19 - Kylie Kullack, Head of Client Partnership, Struck; Lee Banov, Strategist, Struck; and Scott Sorenson, Creative Director; Struck - 10:40 am
 - d. COVID-19 Content, creative and social media strategies - Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism and Melissa Kinney, Social Media Manager, Utah Office of Tourism - 11:00
 - e. Update on VisitUtah.com Re-Platform Project - Stacie Boney, President, Hanson Dodge; Ethan Koehler, VP Digital Experience & Technology, Hanson Dodge; Katherine Schmidt, Copywriter, Hanson Dodge - 11:10 am
 - f. Action Item: Ski Utah request for \$90,000 for polybagging of Ski Utah Magazine with Outside Magazine - Raelene Davis, VP Marketing & Operations, Ski Utah - 11:30 am
5. Co-op COVID-19 Adaptations - Kym Buttschardt, Chair of Cooperative Marketing Committee, Utah Board of Tourism Development - 11:40 am
6. UTIA Update: Cody Adent, Executive Director, Utah Tourism Industry Association - 11:50 am
7. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The board retreat will be held May 7th with the next board meeting being held on Friday, May 8^h from 10:00am to 12:00 pm. Both the retreat and board meeting may be held at Eagle Point Resort or may be virtual depending on conditions at that point.

UTAH OFFICE OF TOURISM GOALS

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