

**Utah Office of Tourism  
Board Meeting  
Friday, August 11, 2017 – 10:00 a.m.  
The Thomas S. Monson Center – Miller Town Hall  
411 East South Temple  
Salt Lake City, UT 84111**

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**Present**

**Board Members**

Lance Syrett  
Zachary Renstrom  
Shayne Wittwer  
John Holland  
Elaine Gizler

Sara Toliver  
Kym Buttschardt  
Mike Taylor  
Ryan Starks  
Brian Merrill

**Absent**

Nathan Rafferty  
Greg Miller

**Via Phone**

Glen Overton

**Staff**

Vicki Varela  
Jay Kinghorn  
Andrew Gillman  
Kelly Day  
Lorraine Daly  
Rosie Serago  
Celina Sinclair  
Jessica Wilson

David Williams  
Barbara Bloedorn  
Shaylee Read  
Sandra Salvas  
Rachel Stone  
Cicily Kind  
Rachel Bremer

**Guests**

Kylie Kullack  
Hannah Pelletier  
Jeremy Chase  
Chad Taylor  
Kaylee Comstock  
Jonathan Smithgall  
Breck Dockstader  
Cody Adent  
Tom Love  
Megan Griffin  
Bill Malone  
Thom Roberts  
Brandon Ott  
Alex Fuller  
Ryan Coons  
Colin Greenburg  
Paul Jewkes  
Cody Draper  
Elizabeth Brown  
Maria Twitchell  
Zac Christensen  
Cassidee Fernayer  
Jennifer Leaver

Struck  
Love Communications  
Struck  
Utah.com  
Utah.com  
Love Communications  
Cliffrose Lodge/Springdale  
Cliffrose Lodge/Springdale  
Love Communications  
Love Communications  
Park City Chamber  
Attorney General's Office  
Ski Utah  
Struck  
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Struck  
Utah.com  
Utah.com  
Visit Salt Lake  
Cedar City Tourism  
State of Utah Division of Purchasing  
State of Utah Division of Purchasing  
Kem C. Gardner Policy Institute

### **Guests (cont'd)**

Natalie Gochner  
Haley Rodgers  
Randy Cook  
Kaitlin Eskelson

Kem C. Gardner Policy Institute  
Davis County Tourism  
Davis County Tourism  
Utah Tourism Industry Association

## **WELCOME**

Lance Syrett called the meeting to order and welcomed the board, staff and visitors to the Thomas S. Monson Center and thanked them for hosting us. He then turned some time over to Natalie Gochner, Director of the Kem C. Gardner Policy Institute to tell us about the center and the institute.

Natalie welcomed everyone and explained that the Thomas S. Monson Center is a University of Utah facility and the Kem C. Gardner Policy Institute is the only resident of the building. There are 26 employees that do research on Utah economy, demographics and survey research. She explained a little about the history of the building that serves as an embassy for the University of Utah downtown and as a community gathering place. She also explained a little about the Kem C. Gardner Policy Institute. The institute does estimates, projections and is the lead entity for the census bureau in Utah. It does the Governor's economic report and the state of the tourism report as well as qualitative and quantitative research. She spoke a little about the aging population in Utah as well as the downtown renewal and apartment growth. She also reported that though Utah has the 2<sup>nd</sup> strongest economy, there are 11 rural counties that have retracted since 2007.

Lance then introduced two new board members, Ryan Starks and Elaine Gizler and he asked them to tell a little about themselves. Ryan Starks is replacing Joel Racker on the board and represents, Utah, Summit, Juab and Wasatch Counties. Elaine Gizler is replacing Kathy Hanna-Smith and represents Carbon, Emery, Grand, Duchesne, Daggett and Uintah Counties on the board. Lance then asked the rest of the board, staff and visitors to introduce themselves.

## **OATH OF OFFICE**

Lance Syrett reported that our two new board members and three reappointed members will be sworn in today. He had the following board members stand and recite the oath together: Kym Buttschardt, Mike Taylor, Zachary Renstrom, Ryan Starks and Elaine Gizler. The oath states, ***"I do solemnly swear that I will support, obey and defend the Constitution of the United States and the Constitution of this State and I will discharge the duties of my office with fidelity."*** Lorraine Daly conducted the oath and notarized each document for the permanent file. Nathan Rafferty was not in attendance and will be sworn in at a later date.

## **MINUTES**

**MOTION:** Mike Taylor made a motion to approve the minutes of the June 9<sup>th</sup> meeting held in Delta. Sara Toliver seconded the motion. The motion passed.

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- The process for new board member appointments has become a little more rigorous. Ryan and Elaine attended a senate hearing to answer questions from the committee prior to their appointments.
- Jay Kinghorn has been promoted to Associate Managing Director alongside of Dave Williams. She acknowledged both of their leadership abilities.
- The co-operative marketing process - She thanked the committee and staff for their hard work.
- TMPF strategy for the coming year.
- Tour of Utah

- National Parks – USTravel Association to make national parks a key priority in their ongoing public policy agenda.
- For the future will focus on National Parks, helping to build rural economies and thinking about how we can enhance our urban economy visitor.
- She acknowledged her talented, hardworking staff at the UOT.

## CO-OP MARKETING REPORT

John Holland provided the following summary of the co-op marketing application process:

The Co-op Program received a \$4.2 million appropriation for FY 17/18 (which, as you know, is 20% of the total TMPF appropriation).

\$76,182.54 Carry In
\$4,200,000.00 FY 17/18 Appropriation
<u>- \$850,000.00 Cafeteria Fund</u>
<b>\$3,426,182.54 Co-op Fund Total</b>
<b>- \$3,414,488.00 Recommended for Funding</b>
<b>\$11,694.54 Balance in fund</b>

### Traditional Co-op Marketing Summary:

A total of 68 applications were received from 21 counties requesting \$4,410,118 - including one Jump Start application. Fourteen applications came in asking for \$10,000 or less and were reviewed and scored by staff. Oral interviews were held over two full days with the remaining 54 applicants. The Co-op Committee spent two additional hours coming up with its recommendations for funding. Those recommendations include funding 66 applications.

Overall this year, the applications were really strong. We knew going in that we had to cut \$1.1 million from the total request. If we funded the requests at 100% from the highest score down, we would only be able to fund a little over half of the applications. The committee put a lot of thought and deliberation into how to fund all of the deserving applications and came up with the following recommendation: (The recommendation was shown on the screen and in a handout).

ROUND 2017 TRADITIONAL CO-OP AWARDS			
UOT Board Conflicts of Interest	Applicant	6/22/2017 Amount Requested	8/11/2017 Amount Recommended
	Beaver County Travel Council	\$70,000.00	\$52,220.00
	Cache Valley Visitors Bureau	\$54,525.00	\$39,912.00
	Capitol Reef/Wayne County	\$20,000.00	\$15,280.00
	Cedar City-Brian Head Tourism	\$55,000.00	\$43,230.00
	Cedar City-Brian Head Tourism	\$183,500.00	\$137,625.00
	Davis County	\$30,000.00	\$22,200.00
	Discovery Gateway	\$2,200.00	\$1,650.00
	Emery County Travel Bureau - Digital Campaign	\$10,000.00	\$7,400.00

	<b>Emery County Travel Bureau - Website Phase II</b>	\$30,000.00	<b>\$22,320.00</b>
	<b>Emery County-Travel Bureau - Branding &amp; Marketing</b>	\$80,000.00	<b>\$58,400.00</b>
	<b>Escalante Canyons Art Festival</b>	\$12,900.00	<b>\$9,546.00</b>
	<b>Foothill Cultural District</b>	\$6,000.00	<b>\$4,350.00</b>
	<b>Four Corners School of Outdoor Education</b>	\$64,500.00	<b>\$48,246.00</b>
<b>John Holland Lance Syrett</b>	<b>Garfield County Office of Tourism</b>	\$225,000.00	<b>\$175,500.00</b>
	<b>Great Basin Heritage Area</b>	\$9,950.00	<b>\$7,313.00</b>
<b>Ryan Starks</b>	<b>Heber Valley - Historic Railroad</b>	\$4,500.00	<b>\$3,330.00</b>
<b>Glen Overton Ryan Starks</b>	<b>Heber Valley Office of Tourism - Corporate Marketing</b>	\$15,000.00	<b>\$11,625.00</b>
<b>Ryan Starks Glen Overton</b>	<b>Heber Valley Office of Tourism - Marketing</b>	\$49,050.00	<b>\$39,853.00</b>
<b>Ryan Starks Glen Overton</b>	<b>Heber Valley Office of Tourism - Ski Sales &amp; marketing</b>	\$4,942.50	<b>\$4,078.00</b>
	<b>Kane County Office of Tourism - Balloons &amp; Tunes Roundup</b>	\$10,000.00	<b>\$7,750.00</b>
	<b>Kane County Office of Tourism - Digital Campaign</b>	\$186,000.00	<b>\$143,220.00</b>
	<b>Kane County Office of Tourism - Love Media Placement</b>	\$25,000.00	<b>\$18,600.00</b>
	<b>Kimball Art Center</b>	\$30,000.00	<b>\$22,080.00</b>
	<b>Loveland Living Planet Aquarium</b>	\$37,815.00	<b>\$29,344.00</b>
<b>Elaine Gizler</b>	<b>Moab Area Travel Council</b>	\$275,000.00	<b>\$210,100.00</b>
	<b>Moab Folk Festival</b>	\$10,000.00	<b>\$7,900.00</b>
	<b>Moab Music Festival</b>	\$10,000.00	<b>\$7,450.00</b>
	<b>National Ability Center</b>	\$71,300.00	<b>\$54,758.00</b>
	<b>Ogden Friends of Acoustic Music</b>	\$5,000.00	<b>\$3,500.00</b>
	<b>Park City Chamber/Bureau</b>	\$275,000.00	<b>\$223,300.00</b>
	<b>Piute County - 2nd Jump Start Application</b>	\$30,000.00	<b>\$21,000.00</b>
	<b>Sandy Chamber of Commerce</b>	\$24,900.00	<b>\$19,273.00</b>
<b>Nathan Rafferty</b>	<b>Ski Utah</b>	\$275,000.00	<b>\$233,200.00</b>
	<b>Sportsmen for Fish &amp; Wildlife</b>	\$100,000.00	<b>\$70,600.00</b>
<b>Zach Renstrom Shayne Wittwer</b>	<b>St. George Convention &amp; Tourism Office - AU Adventure</b>	\$30,000.00	<b>\$25,020.00</b>
<b>Zach Renstrom Shayne Wittwer</b>	<b>St. George Convention &amp; Tourism Office - German Theater</b>	\$30,000.00	<b>\$24,660.00</b>
<b>Zach Renstrom Shayne Wittwer</b>	<b>St. George Convention &amp; Tourism Office - German Winter</b>	\$30,000.00	<b>\$25,440.00</b>
<b>Zach Renstrom Shayne Wittwer</b>	<b>St. George Convention &amp; Tourism Office - International</b>	\$23,820.00	<b>\$18,151.00</b>
<b>Zach Renstrom Shayne Wittwer</b>	<b>St. George Convention &amp; Tourism Office - So Utah Winter</b>	\$45,000.00	<b>\$38,340.00</b>

Zach Renstrom Shayne Wittwer	St. George Convention & Tourism Office - Springdale/Sky	\$100,000.00	\$73,200.00
	Sundance Institute	\$275,000.00	\$226,600.00
	The Neil Simon Festival	\$25,000.00	\$17,850.00
	Tooele County - Branding Campaign	\$75,000.00	\$53,400.00
	Tooele County - Country Fan Fest	\$150,000.00	\$110,100.00
	Tooele County - Ford Performance	\$50,000.00	\$35,600.00
	Town of Garden City	\$5,000.00	\$3,575.00
Zachary Renstrom	Tuacahn Center for Performing Arts	\$240,171.00	\$188,294.00
	Uintah County Travel & Tourism - Origin of Adventure	\$143,095.00	\$104,746.00
	Uintah County Travel & Tourism / Flaming Gorge	\$15,000.00	\$11,670.00
	Utah Festival Opera	\$52,371.87	\$36,660.00
	Utah Shakespeare Festival	\$110,000.00	\$77,440.00
	Utah Symphony and Opera	\$20,000.00	\$15,120.00
	Utah Valley CVB - Festivals	\$28,000.00	\$20,776.00
	Utah Valley CVB - Meetings	\$89,566.50	\$67,354.00
	Utah Valley CVB - Sports	\$32,500.00	\$22,945.00
	Utah Valley CVB - Sundance	\$11,750.00	\$8,648.00
	Utah's Patchwork Parkway	\$2,425.00	\$1,892.00
Sara Toliver	Visit Ogden - Meetings	\$58,435.00	\$47,332.00
Sara Toliver	Visit Ogden - Spartan	\$65,000.00	\$47,450.00
Sara Toliver	Visit Ogden - Summer	\$36,500.00	\$28,981.00
Sara Toliver	Visit Ogden - Winter	\$58,050.00	\$46,672.00
	Visit Salt Lake	\$275,000.00	\$227,700.00
Ryan Starks	Wasatch Western Heritage - Cowboy Poetry	\$3,550.00	\$2,751.00
Sara Toliver	Weber Cultural Legacy Foundation, DBA GOAL	\$15,000.00	\$11,310.00
	Western Legends Roundup	\$6,000.00	\$4,290.00
	Zion Natural Park Forever Project	\$20,351.50	\$14,368.00
		<b>\$4,413,668.37</b>	<b>\$3,414,488.00</b>
	<b>Traditional Co-op Fund</b>	<b>\$3,426,182.54</b>	
	<b>Recommended for funding:</b>	<b>-\$3,414,488.00</b>	
	<b>Co-op Fund Balance:</b>	<b>\$11,694.54</b>	

The fairest way would be to take everyone's average score and apply that as a percentage of the total amount requested.

Applicants will be allowed to update their applications to reflect the awarded amount.

John also thanked the entire committee and the UOT staff for their hard work during this process.

John added that if one of the committee members had a score that was a lot higher or a lot lower than other members, they discussed the reasoning behind it.

Ryan Starks asked if it would be possible to have the percentages listed in a separate column on the spread sheet for next year.

With no further discussion, Lance Syrett asked the board to entertain a motion to approve the applications as presented.

**MOTION:** Mike Taylor made a motion to approve the co-op application awards as recommended by the committee acknowledging the conflicts of interest that are listed individually. Zachary Renstrom indicated that he had a conflict with the Tuacahn application so Kelly Day made that adjustment. Ryan Starks seconded the motion. Thom Roberts from the AG's office asked if the conflicts of interest distinguish between public and private. Is it personal because of monetary gain or position in a public entity? It was reported that Glen Overton could be financially tied. Lance Syrett indicated that all board members had previously filled out required conflict of interest forms. With no further discussion, Lance asked for a vote. The motion passed unanimously.

## **MARKETING COMMITTEE REPORT**

Dave Williams reported on the following items:

- **Tour of Utah:** Dave thanked the staff that spent a lot of time working on the Tour of Utah for the last few weeks. He reminded the board that they provided a \$200,000 sponsorship for this event. He thanked Kym Buttschardt for representing us up in Logan at a press conference. He reported that Jay Kinghorn's team put together great content during the tour. The office also organized a FAM tour and involved more legislators than ever before in awarding the King of the Mountain Jersey at the end of each stage.
- **Dashboard Results:** Dave reviewed the dashboard measurement results for Tourism, Domestic and International including but not limited to TRT distribution, unique visits to VisitUtah.com, and publications in top targeted, social media by engagement rate and landing page hits. This information was provided to the board in a handout. This document is a Google Doc and will be available for the board through a link in the future.
- **RTM Fall Media Buy 2017:** Dave asked Jonathan Smithgall with Love Communications to present the digital media plan recommendations. Items included:
  - **Strategy:** utilize a mix of pre-roll, mobile, native, and traditional display advertising and ads will be competitively targeted with a focus on people in the planning stages for visiting similar destinations.
  - **Budget:** \$189,634.
  - **Flight Dates:** September 15, 2017 – October 30, 2017.
  - **Regional Drive Markets:** LA, San Francisco, Las Vegas, Denver, Phoenix, Boise & Idaho Falls.
  - **Digital Partners:** TripAdvisor, Adara, Expedia, Nativo, Sito and TubeMogul.

After the presentation, Dave Williams asked the board to entertain a motion to approve the media buy as presented.

**MOTION:** Sara Toliver made a motion to approve the 2017 "Road to Mighty" Fall Media Buy in the amount of \$189,634 as presented. Shayne Wittwer seconded the motion. With no other discussion, the motion passed.

- **Winter 2017/18 Media Buy:** Dave reported that last June the board approved the digital portion of the winter ad buy and today we are going to talk about the TV and out of home portion of the buy. He had Alex Fuller and Ryan Coons with Struck talk about the concept for the winter ads.

They then showed a 30 second TV ad. Megan Griffin with Love Communications presented the media buy recommendations. Items included were:

- Spot television in New York, Los Angeles and San Francisco
  - Fox, NBC, CBS and ABC
  - 30 and 15 second spots
  - Target: 25 – 54 age demographics
  - Timing: November – February
  - Added value in NY, LA and San Francisco
- Pac 12 Network
  - Full network coverage (National) with focused viewership in Western States.
  - 30 second spots and in-game features.
  - Budget: \$71,250
- Out of Home in New York, Los Angeles, San Francisco and Las Vegas
  - New York: digital billboards in Lincoln Tunnel, Midtown West Digitals, and Time Square Nasdaq Digital.
  - San Francisco: digital billboards in Union Square Wallscape, Mission Street Wallscape and Financial District Wallscape.
  - Las Vegas: digital billboard in and around Las Vegas.
  - Timing: November – February.

Total Budget: \$1,902,068

Impressions: 191,210,712

Campaign Value: \$4,928,097 total campaign value (159% return on investment)

Elaine Gizler asked if there was a benefit to looking at Grand Central Station in the future. Megan reported that the midtown boards are very near Grand Central. They will look into that one for the future.

With no further discussion, Dave asked if the board would entertain a motion to approve the buy as presented.

**MOTION:** Shayne Wittwer made a motion to approve the buy in the amount of \$1,902,068 with the caveat that the marketing committee will work with the ski industry to make sure they are comfortable with this buy and to give the committee the flexibility to tweak it if needed. If the dollar amount changes, they will come back to the board. Elaine Gizler seconded the motion. The motion passed.

## **UTIA UPDATE**

Kaitlin Eskelson reported on the following items:

- Liquor legislation
- Transportation Tax
- TRT usage
- Tourism Conference – September 12<sup>th</sup> – 14<sup>th</sup> in Vernal
- New Tourism Works Logo

## **NEW BUSINESS**

- Ryan Starks reported that the Wasatch Back Economic Summit will be held at the Zermatt in October.

- Vicki Varela introduced our newest employees; Rosie Serago, Rachel Stone, Celina Sinclair and Sandra Salvas. They each explained a little about what they do for the UOT.

## **PUBLIC COMMENT**

- Maria Twitchell reported that the fire down in BrianHead did cause some issue for her area but they are up and running. The area is still green and beautiful. She encouraged everyone to come to Cedar City and enjoy the Shakespeare Festival that is running until October.
- Breck Dockstader spoke briefly about the visitor use management planning in the Zion area.
- Elaine Gizler spoke about a timed entry program that is being discussed for Arches NP.
- Tom Love reported that the 2<sup>nd</sup> annual Utah Symphony Great American Road Trip will be taking place the end of August. The symphony will be performing in Springdale, Cedar Breaks, Bluff, Goblin Valley and Vernal.

Meeting adjourned. The next meeting will be held, Tuesday, September 12<sup>th</sup> in Vernal.