

**Utah Office of Tourism  
Board Meeting  
Friday, August 12, 2016 – 10:00 a.m.  
The Falls Event Center – South Building – Main Hall  
580 South 600 East (Trolley Square)  
Salt Lake City, UT 84102**

---

**Present**

**Board Members**

Joel Racker  
Kathy Hanna-Smith  
Gordon Topham  
Sara Toliver  
Greg Miller  
Shayne Wittwer  
Mike Taylor

Nathan Rafferty  
John Holland  
Kym Buttschardt  
Glen Overton  
Brian Merrill  
Lance Syrett

**Staff**

Vicki Varela  
Barbara Bloedorn  
Andy Adelman  
Becky Johnson

David Williams  
Kelly Day  
Emily Moench  
Lorraine Daly

**Guests**

Pat Holmes  
Nan Anderson  
Randy Rhodes  
Peggy Conway  
Alex Fuller  
Jen Riley  
Chad Taylor  
Cody Draper  
Shelby Dobson  
Marsha Holland  
Camille Johnson  
Megan Quilter  
Neka Roundy  
Kelly Stowell  
Ryan Starks  
Rachel Kohler  
Tom Adams  
Tom Love

Visit Salt Lake  
UTIA  
Utah.com  
Love Communications  
Struck  
Struck  
Utah.com  
Utah.com  
Loveland Living Planet Aquarium  
Tropic, UT  
Kane County Office of Tourism  
Davis County Tourism  
Davis County Community & Econ. Dev.  
Kane County  
Heber Valley Tourism  
Heber Valley Tourism  
GOED Office of Outdoor Recreation  
Love Communications

**WELCOME**

Joel Racker called the meeting to order and welcomed the board, staff and visitors to the Falls Event Center in Salt Lake. Joel then recognized Brandon Hansen, General Manager of the event center and asked him to say a few words.

Brandon thanked the board for holding its meeting at the center. He reported that the Falls Event Center is a company that was created by Steve Down also the founder of Even Stevens sandwich shops. Brandon added that Steve desires to build new, unique, state-of-the-art venues for weddings or corporate meetings around the country. The event center in Salt Lake has been open for seven months. There is another location in St. George as well as locations in Arizona, California, Colorado and Oregon. The long term goal of the company is to have 100 event centers in the next ten years.

Joel then asked the board, staff and visitors of the meeting to introduce themselves.

## **OATH OF OFFICE**

Joel Racker reported that by law, the new and/or re-appointed board members need to be sworn into office and each oath needs to be notarized and placed in the State Archives. Joel led the oath for the newest board member, Shayne Wittwer. 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 notarized the document for the permanent file.

## **MINUTES**

**MOTION:** Kathy Hanna-Smith made a motion to approve the minutes of the June 10<sup>th</sup> board meeting held at Bear Lake. John Holland seconded the motion. The motion passed.

## **DIRECTOR’S REPORT**

Vicki Varela reported on the following items:

- Vicki welcomed Shayne Wittwer to the board.
- Co-op Marketing Program – Vicki thanked Kelly Day and the entire co-op committee for their hard work and all the time spent during the process. She also thanked John Holland for leading the effort.
- Utah Rural Summit – Governor Herbert, Val Hale, Vicki and Roger Brooks spoke at the summit. Senator Ralph Okerlund, Val Hale, Vicki Varela and Nan Anderson received awards at the summit for their efforts in the industry.
- Tour of Utah – The tour provided fantastic panoramic shots of our beautiful state. 139 countries got the tour tracker and we had 21 hours of national TV coverage. Last year the economic benefit to the state was \$22 million. We expect it to be at least that this year if not more. She thanked Joel Racker, Kym Buttschardt, Nathan Rafferty, John Holland, Sara Toliver and Gordon Topham for participating in events in their areas as well as Representative Eric Hutchings and Senator Evan Vickers. Nathan Rafferty thanked the UOT for allowing Ski Utah to have its logo included on the king of the mountain jersey. Vicki thanked Greg Miller and his entire family for the great partnership on the Tour of Utah and the family’s contribution to the state.
- There will be an alcohol policy summit the end of October. Senator Jerry Stevenson has invited us to participate in the summit. The senator is showing great leadership to help with liquor policies in the state. Vicki will contact board members at a later date to discuss their participation in the summit.
- Outdoor Recreation Summit – Tom Adams of the Office of Outdoor Recreation spoke briefly about the summits that will be held this fall. He provided brochures for the audience and the board and encouraged them to participate in one of the following locations:

September 1st - Ogden Eccles Conference Center  
September 14th - Cedar City - Southern Utah University  
October 5th - Moab - Red Cliffs Lodge

- ASAE Update – Pat Holmes reported that the ASAE convention will be held in Salt Lake August 13<sup>th</sup> – 16<sup>th</sup>. She thanked the board for support to help make this event possible. She reported that attendance is at almost 5,000 and is expected to exceed that number. 83% of the registrants have never been to Salt Lake and 79% of the registrants are decision makers. She also talked about some of the events that will be taking place during the convention.

## 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 16/17 which is 20% of the total TMPF appropriation.

\$71,134.24 – Carry In  
 \$4,200,000.00 – FY 15/16 Appropriation  
-\$850,000.00 – Cafeteria Fund  
**\$3,421,134.24 – Co-op Fund Total**

A total of 70 applications were received from 22 counties requesting \$4,340,960 - including one Jump Start application. Eighteen applications came in asking for \$10,000 or less and 15 of those were reviewed and scored by staff. Oral interviews were held over two full days with the remaining 55 applicants. The Co-op Committee spent two additional hours coming up with its recommendations for funding. Those recommendations include funding 68 applications.

Overall this year, the applications were really strong. The co-op committee knew going in that they had to cut almost \$1 million from the total request. If they funded the requests at 100% from the highest score down, they 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 fairest way would be to take everyone’s average score and apply that as a percentage of the total amount requested. That still didn’t go far enough to fund all of the qualified applications. By reducing that amount by 3% (and then rounding to the nearest dollar) the committee would be able to fund all 68 qualifying applications at a fair level.

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

Kelly Day provided a breakdown of the recommendations to the board in a handout and also on the large screen for the audience and board to see as follows:

ROUND 2016 TRADITIONAL CO-OP AWARDS			
UOT Board Conflicts of Interest	Applicant	Amount Requested	8/12/2016 Amount Recommended
	Amazing Earthfest	\$5,500.00	<b>\$3,735.00</b>
	Beaver County Travel Council	\$62,500.00	<b>\$48,399.00</b>
	Blanding City/Blanding Area Travel Council	\$50,000.00	<b>\$35,890.00</b>
	Cache Valley Visitors Bureau	\$49,739.00	<b>\$38,195.00</b>
	Capitol Reef Country/Wayne Co	\$30,660.00	<b>\$22,999.00</b>
	Capitol Reef Country/Wayne Co	\$14,275.00	<b>\$10,500.00</b>
	Cedar City-Brian Head Tourism	\$190,000.00	<b>\$152,662.00</b>

	Daggett County	\$18,985.00	<b>\$14,241.00</b>
	Davis County	\$70,000.00	<b>\$52,396.00</b>
	Discovery Gateway	\$1,950.00	<b>\$1,334.00</b>
	Emery County Travel Bureau	\$14,875.00	<b>\$11,399.00</b>
	Emery County Travel Bureau	\$43,000.00	<b>\$32,047.00</b>
	Emery County Travel Bureau	\$9,335.00	<b>\$6,912.00</b>
	Emery County Travel Bureau	\$1,147.50	<b>\$829.00</b>
John Holland	Escalante Canyons Art Festival	\$9,975.00	<b>\$7,257.00</b>
	Four Corners School of Outdoor Education	\$65,000.00	<b>\$47,918.00</b>
John Holland Lance Syrett	Garfield County Office of Tourism	\$225,000.00	<b>\$190,423.00</b>
	Great Basin Heritage Area	\$9,500.00	<b>\$6,543.00</b>
	Heber Valley Office of Tourism	\$37,512.50	<b>\$29,049.00</b>
	Heber Valley RR	\$5,000.00	<b>\$3,613.00</b>
	Heber Valley Western Music & Cowboy Poetry Gathering	\$3,905.00	<b>\$2,784.00</b>
	Kane County Office of Tourism & Film Commission	\$22,675.00	<b>\$17,596.00</b>
	Kane County Office of Tourism & Film Commission	\$150,000.00	<b>\$115,673.00</b>
	Kane County Office of Tourism & Film Commission	\$10,000.00	<b>\$7,695.00</b>
	Kane County Office of Tourism & Film Commission	\$8,500.00	<b>\$6,500.00</b>
	Kane County Office of Tourism & Film Commission	\$22,108.00	<b>\$16,798.00</b>
	Kane County Office of Tourism & Film Commission	\$3,955.00	<b>\$2,916.00</b>
	Kimball Art Center	\$30,000.00	<b>\$23,038.00</b>
	Loveland Living Planet Aquarium	\$30,000.00	<b>\$23,426.00</b>
	Moab Area Travel Council - California Campaign	\$310,000.00	<b>\$246,574.00</b>
	Moab Area Travel Council - Magazine Insert	\$15,000.00	<b>\$11,713.00</b>
	Moab Folk Festival	\$9,000.00	<b>\$7,246.00</b>
	Moab Music Festival	\$10,000.00	<b>\$7,954.00</b>
	Mormon Pioneer National Heritage Area	\$5,000.00	<b>\$3,444.00</b>
	National Ability Center	\$92,800.00	<b>\$71,413.00</b>
	Ogden Friends of Acoustic Music	\$5,000.00	<b>\$3,662.00</b>
	Ogden Valley Business Association	\$7,000.00	<b>\$4,957.00</b>
	Park City Chamber/Bureau	\$325,000.00	<b>\$273,742.00</b>
	Piute County	\$30,000.00	<b>\$23,183.00</b>
	San Juan County Chamber of Commerce	\$10,500.00	<b>\$7,554.00</b>
	Sandy Chamber of Commerce	\$25,500.00	<b>\$19,335.00</b>
Nathan Rafferty	Ski Utah	\$325,000.00	<b>\$282,149.00</b>
	Sportsmen for Fish & Wildlife	\$75,000.00	<b>\$54,441.00</b>
John Holland Lance Syrett	St. George Convention & Tourism Office	\$15,000.00	<b>\$12,768.00</b>

John Holland Lance Syrett	St. George Convention & Tourism Office	\$30,000.00	\$24,808.00
	Sundance Institute	\$322,569.00	\$259,179.00
	Tooele County	\$25,000.00	\$19,036.00
	Tooele County	\$100,000.00	\$72,912.00
	Tooele County	\$75,000.00	\$54,078.00
	Tuacahn Center for Performing Arts	\$100,000.00	\$81,965.00
	Uintah County Travel & Tourism	\$125,000.00	\$99,223.00
	Uintah County Travel & Tourism	\$10,000.00	\$7,372.00
	Utah Festival Opera	\$57,250.00	\$42,390.00
	Utah Shakespeare Festival	\$125,000.00	\$97,808.00
	Utah Shakespeare Festival	\$60,000.00	\$43,747.00
	Utah Symphony and Opera	\$20,000.00	\$14,841.00
Joel Racker	Utah Valley CVB	\$72,670.00	\$59,564.00
Joel Racker	Utah Valley CVB	\$12,500.00	\$9,559.00
Joel Racker	Utah Valley CVB	\$43,750.00	\$33,243.00
Joel Racker	Utah Valley CVB	\$27,300.00	\$20,435.00
Joel Racker	Utah Valley CVB	\$90,000.00	\$66,494.00
Sara Toliver	Visit Ogden	\$56,250.00	\$46,651.00
Sara Toliver	Visit Ogden	\$25,735.00	\$20,761.00
Sara Toliver	Visit Ogden	\$48,250.00	\$37,910.00
Sara Toliver	Visit Ogden	\$65,000.00	\$49,284.00
	Visit Salt Lake	\$325,000.00	\$274,268.00
	Western Legends Roundup	\$8,000.00	\$5,587.00
	Zion Natural History Association	\$21,789.00	\$15,217.00
	Cache Valley Cruising Association	\$15,000.00	\$0.00
	Downtown Alliance	\$25,000.00	\$0.00
<b>70 Applications</b>		<b>\$4,340,960.00</b>	<b>\$3,419,234.00</b>
<b>Traditional Co-op Fund</b>		<b>\$3,421,134.24</b>	
<b>Recommended for funding:</b>		<b>\$3,419,234.00</b>	<b>-</b>
<b>Co-op Fund Balance:</b>		<b>\$1,900.24</b>	

After providing the handouts, John explained that the conflicts of interest for board members are reflected in the left hand column of the document for voting purposes.

There was some discussion by board members regarding different ways to disburse the co-op dollars in the future including but not limited to reducing the cap for the applications. The committee and staff will weigh different options before the next round of applications. After the discussion, John asked if the board would entertain a motion to approve the funding recommendation as presented.

**MOTION:** Mike Taylor made a motion to approve recommended funding in the amount of \$3,419,234.00 noting that board members are not voting to approve funding in areas where there is a conflict of interest as noted on the spreadsheet provided. Glen Overton seconded the motion. The motion passed unanimously.

## **MARKETING COMMITTEE REPORT**

Dave Williams reported on the following items:

**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 articles in top targeted publications, social media by engagement rate and landing page hits.

**Tour of Utah:** The TV coverage was really great to watch. There were vignettes for every start and finish venue. We want to have all of the vignettes available to show to the partners. The international coverage was also huge.

**2016/2017 Winter Media Buy(TV & Out-of-Home)** – Struck/Love provided details of the proposed buy. Items included in the proposal were:

- Spot Television in Los Angeles, New York and San Francisco
- Pac 12 Network Men’s Basketball in California, Washington, Oregon, Nevada, Utah, Arizona, and Colorado
- Airport Video in Los Angeles and New York to reach frequent travelers
- Las Vegas Digital Bulletin Networks
- Timing of Campaign – November to February
- Media Buy Summary
- Television By Summary
- Program Highlights
- Added Value Summary
- Out of Home Summary
- Total Budget for Broadcast/Cable, Out-of-Home and Digital is \$3,147,329

After the presentation, Dave thanked the Struck/Love team for their efforts on this buy.

**MOTION:** With no further discussion, Nathan Rafferty made a motion to accept the marketing committee’s recommendation to approve the winter media buy as presented. Sara Toliver seconded the motion. The motion passed.

Dave reported that Vicki Varela has been nominated by US Travel Association for Tourism Director of the Year. Two other tourism directors were nominated. The winner will be announced at ESTO.

## **UTIA UPDATE**

Nan Anderson reported on the following:

- Tax Commission Numbers: TRT is up 11.7%, restaurant tax is up 7.8%, resort community tax is up 9.2%, municipality TRT is up 9.9%, motor vehicle rental is up 9.5% and first class county tax is up 9.0%. Gross sales tax revenue for the state is up about 4%.
- UTIA will be advocating for a \$24 million appropriation for the TMPF in the next legislative session.
- The tourism conference will be held September 27<sup>th</sup> – 29<sup>th</sup> in Midway at the Zermatt and Homestead. Thanks to all of the sponsors and to Ryan Starks and Rachel Kahler from Heber Valley for their efforts in hosting the conference. We are expecting over 300 registrants. She encouraged everyone to register.
- Tourism Works PAC fundraisers

- If approved by the legislature, there will be a 2017 legislative visit to southern Utah in the fall.
- At the federal level, the UOT and UTIA will be working with Congressman Stewart's office to produce a back of the house tour for the congressman and his staff. This will probably take place in October.

## **NEW BUSINESS**

Gordon Topham reported that the Western Lifestyle Celebration will be held September 9th and 10th at the Sevier Valley Center in Richfield.

John Holland asked the UOT team about recent meetings with the national park service and if there had been any discussion regarding the great success with our advertising and the overcrowding of the national parks. Vicki reported that our office had scheduled regular calls with the national park service due to the recent problems with overcrowding. The main focus of the national park service is visitor experience and protecting the parks for future generations. Our office is trying to be responsive with regular information sharing. We hope to get ahead of the problem before it gets out of control. Dave reported that the meetings going forward need to include key business owners in the communities that are affected.

Lance Syrett reported that August 25<sup>th</sup> is the official centennial of the national parks.

Vicki reported that the Lt. Governor will award some girl scouts their first "Mighty Five" merit badge on August 25<sup>th</sup> at our office. She further added that this is a program that Kaitlin started a couple of years ago. There are about 6 girls who have completed the entire "Mighty Five" merit badge program.

## **PUBLIC COMMENT**

Ryan Starks from Heber Valley Tourism thanked the board for its support of his area through the co-op program. He also thanked the UOT and UTIA for allowing Heber Valley to host the tourism conference this year.

Joel Racker wished a happy birthday to Becky Johnson with the UOT and Alex Fuller with Struck.

Camille Johnson with Kane County Office of Tourism also thanked the board for its support of her area through co-op funding.

Meeting adjourned. The next board meeting will be held Tuesday, September 27<sup>th</sup> during the tourism conference at the Zermatt in Midway.