

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Friday, December 8, 2023 – 10 am-12 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09>

Meeting ID: 879 6436 3237

Passcode: 781797

1. Welcome & Introductions: Kym Buttschardt, Chair - 10:00 am
2. Approval of Minutes: Kym Buttschardt, Chair - 10:20 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:25 am
4. Utah Open & Public Meetings Act (OPMA) Training- 10:40 am
Todd K. Jenson, Assistant Attorney General, Utah Attorney General's Office
5. International Team Update - 11:00 am
Rachel Bremer, Global Markets Director, Utah Office of Tourism
Jody Blaney, Global Markets Specialist, Utah Office of Tourism
Emma Checketts, Global Content & Tour Specialist, Utah Office of Tourism
6. Marketing Updates - 11:20 am
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
Sydnie Furton, Tourism Group Account Director, Love Communications
FY23/24 Southern Utah Holiday Blitz update
FY23/24 Northern Utah Campaign update
7. UTIA update - 11:40 am
Natalie Randall, Executive Director, Utah Tourism Industry Association
8. Announcements/Upcoming Events – Board and Public - 11:55 am

The next Utah Board of Tourism Development meeting will be held virtually on Friday, January 19, 2024, at 10 am.

Red Emerald Strategic Plan Imperatives

1. Continue Powerful Branding
2. Prioritize Quality Visitation
3. Distribute Visitation
4. Enable Community Led Visitor Readiness
5. Improve Organizational Effectiveness