

**UTAH BOARD OF TOURISM DEVELOPMENT  
MEETING AGENDA**

**Friday, August 11, 2023 – 10 am-12 pm**

**Rice Eccles Stadium, 451 S 1400 East, Salt Lake City, UT 84112  
The Ken Garff Scholarship Club – VIP Room**

**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. Strategic Priorities for Fiscal Year 2023/2024 - 10:45 am  
Becky Keeney, Director of Strategy, Utah Office of Tourism
5. Marketing Committee Report - 11:05 am  
FY2023/2024 Marketing Plan  
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
6. Co-op Committee Recommendations for Awarding Approximately \$4.7 Million to Cooperative Marketing Applicants: - 11:25 am  
Kym Buttschardt, Co-op Committee Chair, Board of Tourism Development
7. UTIA Update: Natalie Randall - 11:45 am
8. Announcements/Upcoming Events – Board and Public - 11:55 am

**The next board meeting will be held at 10 am, Wednesday, September 27 in St. George, Utah, during the Utah Tourism Conference.**

**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