

**UTAH OFFICE OF TOURISM**  
**Board Meeting Minutes**  
Friday, December 9th, 2022  
Hyatt Regency Salt Lake City  
Salt Lake City, UT 84101

---

<b>Board Members Present</b>	Kym Buttschardt, Lasha Coltharp, Brian Merrill, Glen Overton, Nathan Rafferty, Jordan Smith, Lance Syrett, Mike Taylor, Sara Toliver, Jennifer Wesselhoff, Shayne Wittwer
<b>Board Members Excused</b>	Jared Berrett, Brent Chamberlain, Greg Miller
<b>UOT Staff</b>	Rachel Bremer, Lorraine Daly, Taylor Hartman, Denise Jordan, Becky Keeney, Celina Sinclair, Erin Smith, Flint Timmins, Vicki Varela, Dave Williams, Diane Wilson
<b>Public</b>	Timothy Behuniak, Adam Chandler, Elliott Clark, Julie Comstock, Carrie Cox, Judy Cullen, Megan DeAngelis, Sydnie Furton, Megan Griffin, Sara Griffin, Max Houtkooper, Kylie Kullack, Nick Larson, Tom Love, Brittany McMichael, Becky McRae, Dallas Miller, Chris Newton, Molly O’Neill, Sara Otto, Falyn Owens, Natalie Randall, Valerie Rasmussen, Hannah Saunders, Jen Shakespeare, Jonathan Smithgall, Kaylin Stephens, Josh Sutton

---

**WELCOME & INTRODUCTIONS**

**Lance Syrett**, Board Chair

Lance welcomed everyone to the meeting and asked for introductions.

Pina Purpero, general manager of the Hyatt Regency Salt Lake City, welcomed the group and offered a tour of the venue after the meeting to those interested.

**APPROVAL OF MINUTES**

**MOTION: MIKE TAYLOR** motioned to approve the minutes from the November 18, 2022, board meeting that was held in Kanab. **GLEN OVERTON** seconded the motion. The motion carried unanimously.

**MANAGING DIRECTOR REPORT**

**Vicki Varela**, Managing Director, Utah Office of Tourism

- Vicki just returned from the National Council of State Tourism Directors annual retreat and reported that UOT always gets wonderful callouts during the meetings for creative and media buys, thanks in part to Love and Struck. There was big buzz around the TripAdvisor Wanderlust initiative. Everyone is experiencing the same thing of an uneven recovery but Vicki believes UOT has the best strategy. Although State government bureaucracies can be frustrating, Vicki is grateful that UOT has broad support from our Utah elected officials, we don’t get extra difficult projects, and hiring practices are flexible to build a great team
- Staff updates:
  - Kelly Day is retiring at the end of December and Vicki recognized the remarkable work Kelly has accomplished with working with industry partners with the Co-Op Marketing Program. She will attend the January board meeting.

- Lorraine Daly and Diane Wilson were recognized as taking on the vacant director’s assistant/office manager position until someone is hired, which is in process now.
- The partner relations director job posting is now open, with Celina Sinclair and Flint Timmins taking on those projects for now.
- Ben Cook was recently hired as the Marketing and Communications Director and is doing remarkable work for the office.
- Dave Williams was recognized as a rock star for being an amazing leader in our office.
- Taylor Hartman accepted a position as marketing and communications director with Visit Ogden starting January 3.

## **OPMA TRAINING**

**Elliott Clark**, Assistant Attorney General, Office of the Utah Attorney General

Elliott presented on the Utah Open & Public Meetings Act, which provides requirements for conducting meetings of public officials who make policy and budget decisions in the public’s interest. Annual training is required of the board.

Topics included qualifications and information on a meeting body, definition of a meeting, quorum, notice requirements, agenda, minutes and recordings, postings to the Public Meeting Notice website, electronic meetings and message transmissions, emergency and closed meetings, violations of OMPA, remedies and enforcement, disruptions, training, and violations.

Suggested tips include:

- Post with at least 24-hours notice
- Be reasonably specific with agenda items
  - “Action taken on items discussed in closed meeting” is not enough
- Close meetings only for allowed statutory purposes and follow the process
- Provide minutes in a timely manner
- Don’t text other board members during meetings
- Receive training once a year
- Err on the side of transparency
- When in doubt, consult your legal counsel.

**Dave Williams** thanked Elliot for keeping UOT’s many contracts and other items moving through the system quickly, being very responsive, and helping us understand processes.

## **PARTNER RELATIONS UPDATE**

**Celina Sinclair**, Partner Relations Lead, Utah Office of Tourism

**Flint Timmins**, Destination Development Lead, Utah Office of Tourism

Flint and Celina presented the Destination Development and Partner Relations teamwork over 2022:

- Advancing the Red Emerald Strategy with Life Elevated® continued powerful branding, Prioritize quality visitation – not just quantity of visitors, Distribute visitation, Enable community led visitor readiness, and Improve organizational effectiveness.
- 2022 Key Partnerships include:
  - Institute of Outdoor Recreation and Tourism (education focus). The Red Emerald Resilience Training Program included nine sessions held from March – November 2022, in three categories – communication, resources, and planning for resilience. The recordings will available in long and short form for 2023 and beyond.

- Speaking Engagements (education focus) included:
  - Educational Institutions – UTIA’s High School Hospitality program and Southern Utah University with students about UOT’s mission
  - Industry Groups – American Planning Association-Utah Chapter, Outdoor Recreation Summit, and Bike Utah Conference, to adjacent partners
  - Other Stakeholders – ChargeWest, Utah Main Street Program, and Zion Regional Collaborative
- Tourism Toolkits (resource development focus) that were created to strengthen resources:
  - Dark Skies Toolkit – with International Dark-Sky Association, Governor’s Office
  - Agritourism Toolkit – with Utah Department of Agriculture, Utah’s Own
  - Leave No Trace Toolkit – with Leave No Trace, launching soon
- UTIA (Utah Tourism Industry Association) & UADMO (Utah Association of Destination Marketing Organizations) (collaboration focus) – Utah Association of Counties - two UOT presentations at the 2022 Annual Convention, Utah Tourism Conference new UOT breakouts offered, Tourism Day on the Hill, Partnership RACI Matrix.
- Local Destination Marketing Organizations (collaboration focus) – Familiarization tours and site visits in Juab, Tooele, and Millard counties. Grants awarded were the Traditional Cooperative Marketing Program and Destination Development (EDA) grants. Lunch & Learns program with DMOs and UOT staff to build relationships with teams.
- State Agencies (coordination focus) – Division of Outdoor Recreation grants and committees, Public Lands Policy Coordinating Office with the Arches National Park timed entry, the State Flag Committee (tourism subcommittee), UDOT NEVI plan consultation, State Scenic Byway Committee, and Governor’s Office of Economic Opportunity different programs.
- State Artisan Chocolate (branding focus) – Partnership with Taste Artisans Chocolate in Provo, which serves as a communication tool for the Forever Mighty® initiative. Bar profiles are Dark Skies, S’more to Love, and Red Rock.

## **MARKETING COMMITTEE REPORT**

Southern Utah+ 2022/2023 Holiday Blitz budget approval \$150,000

**Dave Williams**, Associate Managing Director, Utah Office of Tourism

**Becky Keeney**, Director of Strategy, Utah Office of Tourism

**Jonathan Smithgall**, Vice President Digital Marketing, and Media, Love Communications

Dave reported that the office has been very busy with marketing - the winter campaign is out and fully ramped up, work is being done on the southern Utah strategy and northern Utah strategy, and today presenting the Holiday Blitz to reach out to those planning trips over the holidays.

Becky explained this is the third year of the Holiday Blitz effort, which is short and mighty, and it has worked very well in the past. Last year’s campaign produced:

- 50,620 pageview to VisitUtah.com and \$2.4M hotel revenue. In perspective, 8% was spent of the connected TV budget of the campaign and drove 11% of the page views and 32% of the revenue.
- Strategic marketing priorities for fiscal year 2023 include the effort to leverage one of our greatest competitive images, being the beauty of the Mighty 5 brand to inspire travel, as one small tool.

Jonathan discussed the following:

- The dates were chosen on historical performance of 12/26/22 – 01/10/23.

- The media audience will be nationwide with the channels – Connected TV, followed up with retargeting display banners, and social media.
- Creative Assets in Development
  - Holiday Blitz – 1 x :30s, 1 x 15s, 1 set of banners
  - Overarching Campaign – 1:00 spot on the Mighty 5®, 3x :30s More Relaxed (used in Holiday Blitz, More Active, and Mighty 5 versions, :15s and :06 cutdown of the :30s, and 3-5 Banners mapping to key messages

Becky reminded that the full campaign will launch mid-February, will be discussed more next month, and will serve our audiences over a lot of different channels with a lot of different messages. Our advertising effectiveness study shows the more messages crossover and the more media crossover we can create, the more effective our advertising is in motivating travel and communicating our messaging to our audience.

**Glen Overton** commented that he is receiving information from sources that next year may be a step back economically and hospitality wise, as this was a bad year for most people. He asked what kind of information are we getting on 2023? Becky answered that we are seeing some slow down in interest in travel from what we saw the previous year from inflationary challenges. And that is one of the reasons why we're hitting the inspiration message hard this year.

Becky asked the board for approval for the proposed budget of \$150,000 with the above dates. To put in perspective this amount is 3% of the total Southern Utah media buy for this Holiday Blitz to start messaging now. Becky and Nathan Rafferty mentioned that this was discussed in the marketing meeting last month, and Nathan commented it was well vetted and proven it does good things.

**MOTION: NATHAN RAFFERTY motioned to approve the Southern Utah+ 2022/2023 Holiday Blitz budget of \$150,000. SHAYNE WITTEWER seconded the motion. The motion carried unanimously.**

Lance asked when we would see creative and Becky showed one :30 spot of Living in Utah, created to inspire, with a lot more creative to come into play. Becky thanked Julie and the Struck team as they were able to produce assets so quickly for the Holiday Blitz.

### **UTIA UPDATE**

**Sara Toliver**, Board of Directors, Utah Tourism Industry Association

- Sara thanked Natalie Randall, UTIA director, and Des Barker, lobbyist, for preparing for the upcoming legislative session.
- Tourism Day on the Hill will be held February 10 with the Full Membership Meeting with legislative preparation, taking place 9:00-10:40 am and is open to all. Interactions in the Rotunda with DMO displays will start at 11:15 am. You can view more information in the UTIA website at [utahtourism.org/tdh](http://utahtourism.org/tdh). This is an incredible opportunity to show in a visual way what the Utah tourism industry means and enhance relationships with elected officials

### **ANNOUNCEMENTS/UPCOMING EVENTS**

Board and Public

- **Sara Toliver** invited everyone to the Ogden Christmas Village, celebrating 60 years this year, with 750,000 lights and 68 cottages with family fun and interactions every day until New Years.

- **Vicki Varela** asked **Mike Taylor** what Christmas concerts he is involved in and his last one is Vivaldi's Gloria! and Zadok the Priest with the Salt Lake Symphony on December 17 at the University of Utah Libby Gardner Hall.
- **Nathan Rafferty** shared an experience of attending a Westminster Choral concert where Mike Taylor performed in his natural singing habitat with his wife and congratulated him on a great job.
- **Lorraine Daly** organized a group tour of the venue, to immediate follow the meeting.

**MEETING ADJOURNED**

**The next board meeting is scheduled for January 13<sup>th</sup> at 10am at Petzl America Inc, West Valley, UT.**