

UTAH OFFICE OF TOURISM BOARD MEETING AGENDA

Friday, December 9th, 2022 –10:00 am to 12:00 pm

**Hyatt Regency Salt Lake City,
170 S West Temple, Salt Lake D Room
Salt Lake City, UT 84101**

Join Zoom Meeting

<https://us02web.zoom.us/j/87425595222?pwd=VIRCvk5kRkpLWFQ2SkhWdmxZTmdZZz09>

Meeting ID: 874 2559 5222

Passcode: 277882

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett, Chair - 10:20 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:25 am
4. OPMA Training - 10:40 am
Elliott Clark, Assistant Attorney General, Office of the Utah Attorney General
5. Partner Relations Update - 11:00 am
Celina Sinclair, Partner Relations Lead, Utah Office of Tourism
Flint Timmins, Destination Development Lead, Utah Office of Tourism
6. Marketing Committee Report: 11:20 am
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
7. UTIA Update: Sara Toliver - 11:40 am
8. Announcements/Upcoming Events – Board and Public - 11:50 am

Meeting adjourned

The next board meeting is scheduled for Friday, January 13th at 10am at the Petzl America Inc, West Valley, UT.

Red Emerald Strategic Plan Imperatives

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness