

**Utah Office of Tourism  
Board Meeting  
Friday, December 11, 2015 – 10:00 a.m.  
Salt Palace Convention Center, Room 254-B  
90 S. West Temple  
Salt Lake City, UT 84101**

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**Present**

**Board Members**

Mike Taylor  
Lance Syrett  
Kym Buttschardt  
Greg Miller  
Joel Racker  
Gordon Topham

Russ Clove  
Brian Merrill  
Sara Toliver  
Glen Overton  
Nathan Rafferty  
John Holland

**Absent**

Kathy Hanna-Smith

**Staff**

Vicki Varela  
Kaitlin Eskelson  
Lorraine Daly  
Cicily Kind

Jay Kinghorn  
Barbara Bloedorn  
Shaylee Read  
Becky Johnson

**Guests**

Pat Holmes  
Nan Anderson  
Red Oelerich  
Randy Rhodes  
Chad Taylor  
Jeremy Chase  
Joan Hammer  
Monique Beeley  
Maria Twitchell  
Peggy Conway  
Falyn Owens  
Tom Love  
Jonathan Smithgall  
Jen Riley  
Hannah Pelletree  
Bryan Dangerfield  
Jennifer Leaver  
Susan Eisenman

Visit Salt Lake  
UTIA  
Outdoor Utah  
Utah.com  
Utah.com  
Struck  
Box Elder County Tourism  
Outdoor Utah  
Cedar City/Brian Head  
Love Communications  
Garfield County  
Love Communications  
Love Communications  
Struck  
Love Communications  
Cedar City Events  
Gardner Policy Institute  
AG's Office

**WELCOME**

Joel Racker called the meeting to order and welcomed the board, staff and visitors to the meeting in Salt Lake. He thanked Pat Holmes for hosting our group at the Salt Palace. Joel then asked the board, staff and visitors to introduce themselves. He then invited Pat Holmes to give a brief welcome.

Pat welcomed the board, staff and visitors to the Salt Palace. She expressed her appreciation for the continued partnership with the board and the Utah Office of Tourism. Pat gave a brief update on the following:

- The convention center broke its record from the previous year – convention business is strong
- American Society of Association Executives Convention – hosting in August 2016
- RFP deadline for convention hotel was last week – hope to make an announcement in the next few months

## **MINUTES**

**MOTION:** Brian Merrill made a motion to approve the minutes from the November 13<sup>th</sup> board meeting held in Monument Valley. Russell Clove seconded the motion. The motion passed.

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- Fodor's Travel named Utah their number one go to destination for 2016.
- Tour of Utah announced the 7 stages of the 2016 event to be held August 1<sup>st</sup> -7<sup>th</sup>, 2016
- Governor's budget proposed \$18 million in on-going funds for the TMPF – UTIA will encourage the legislature to appropriate an additional \$3 million because we met the performance measures
- Received approval to reauthorize internal funds in the GOED budget for the St. George Welcome Center – a legislative approval will be required
- Currently evaluating all Utah welcome centers – may close Echo by the end of the 1<sup>st</sup> quarter
- 2016 board meeting schedule is in the board packets
- Sundance Film Festival credentials are available for board members for some venues

## **MARKETING REPORT**

Jay Kinghorn reported on the following items:

- Data from Mighty 5® campaign from last year indicated that 10,500 rooms were booked based on the Mighty 5® ad in 2015 (93% of the rooms were booked outside of the Mighty 5®)
- Three Season Campaign 2016: Struck and Love representatives presented the details of the proposed strategy for the 3-season media buy. Items covered were:
  - Advertising Objectives: raise awareness of Utah & generate visitation to the State of Utah
  - Three Season Traveler: age range is 35-64
  - Geographic Markets: national and regional coverage
  - Creative Strategy: traveler trends, creative approach, insight-driven themes, creative message, measuring impact
  - Campaign Aesthetic
  - Media Plan
    - Maintain national presence for the Mighty 5® using network cable & digital in spring
    - Introduce new creative in key markets (LA, Denver, LV) using spot TV & digital
    - As always on digital strategy gives Utah media presence in all trip-planning stages throughout every season of travel & assists in supporting shoulder seasons
    - Proposed Budget Allocation for Media Buy - \$4,647,063

There was some discussion regarding the social media firm that was selected. Jay Kinghorn reported that Pandemic Labs, Inc. was chosen to assist with social media and \$220,000 of this budget would go towards their efforts specifically for this campaign

**MOTION:** With no further discussion, Mike Taylor made a motion to allocate \$4,647,063 for the three-season media buy strategy. Glen Overton seconded the motion. The motion passed.

- Tourism-related tax revenues (YTD through November)
  - Car rental tax is up 9.3%
  - Restaurant tax is up 10.8%
  - Municipal transient room tax is up 12.8%
  - Transient room tax is up 12.3%
  - Tourism transient room tax in SL County is up 13.5%
  - Resort communities tax is up 9.5%
  - National park visitation is up 17.5% through September
- New research analyst hired – Andy Adelman – will start next week
- Winter Ad campaign is in market – total campaign - \$2.9 million (includes \$185,000 for Warren Miller and \$80,000 for poly-bagging)

## **ETHICAL BOARD SERVICE/PRACTICES**

Susan Eisenman from the AG's office provided a PowerPoint presentation on the following items:

- Board statutes – Board of Tourism Development created by Statute 63N-7-101
- Board duties – The Board of Tourism Development is an advisory board
- Tourism Marketing Performance Fund – (10%-Sports Commission, 20%- Cooperative Marketing, 70% -Tourism Branding & Marketing Campaign)
- Laws – (open & public meetings, GRAMA, Ethics Act, Criminal Code, Procurement Code)
- Open & Public Meetings Act –Tourism Board is required to conduct its meetings in public
- Closed meetings exceptions
- Minutes – Minutes & recordings required for both open and closed meetings
- Penalties – There are civil & criminal penalties for violating the open and public meetings act
- Government records – Most records prepared, owned, received or retained by a government entity are to be public
- Grama content – GRAMA looks at the content, not the form of the record to determine its value (can include email, text messages, sticky notes, etc.)
- Conflicts of interest – Board of Tourism Development members have specific statutory requirement to disclose conflicts
  - Improper use of information or position
  - Accepting gifts and loans
  - Improperly influencing government transactions
  - Prohibited conduct – the catch-all – conflict of interest
- Ethics act
- Governor's Executive Order
- Criminal Code
- Procurement Ethics

Susan reported that the board is required to provide conflicts of interest in a signed and notarized document. Barbara Bloedorn reported that the forms are available today and Lorraine Daly is available to notarize the documents at the end of the meeting. Susan indicated that she will be available as well for any questions that board members may have. Susan also reported that the board members should fill out the form once a year or sooner if there are any changes. This presentation will be provided to the board after this meeting. Susan encouraged the board member to call or email her if they have any questions.

## **UTIA REPORT**

Nan Anderson reported on the following items:

- UTIA will work with partners to present a request to the legislature for \$21 million for TMPF
- Short term rentals one-sheeter
- UTIA membership – Tourism Works PAC
- National or Federal Issues
- USTA enrollment – trusted travel programs
- Destination Capitol Hill – DC in March 2016
- Tourism Day on the Hill – February 1<sup>st</sup> - \$30/person
- UHLA Dinner – February 1<sup>st</sup>
- Legislative session – January 25<sup>th</sup> – March 10<sup>th</sup>

## **UTIA UPDATE**

Nan Anderson reported on the following items:

- The 2015 Tourism Conference had record attendance of 320
- The 2016 Tourism Conference will be held in Midway, September 27<sup>th</sup> – 29<sup>th</sup>
- Tourism Day on the Hill will be held Monday, February 1<sup>st</sup>
- Nan provided an updated copy of the 2015-2016 Utah Legislative Directory

## **NEW BUSINESS**

Gordon Topham reported that there is a new paved road in Sevier County that is a nice mountain drive.

## **PUBLIC COMMENT**

- Pat Holmes reported that Visit Salt Lake will host a Sundance Café in Salt Lake during the Sundance Film Festival
- Red Oelerich asked about the Outdoor Recreation position at GOED – Vicki reported that interviews will begin next week
- Red also referred the board to an article that Brian Merrill co-wrote regarding the Moab Leasing Plan

Meeting adjourned. The next meeting will be held Friday, January 8<sup>th</sup> in Salt Lake City.