

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**

Friday, December 11th, 2020 – 10:00am to 12:00pm

Virtual Meeting Via Zoom: Description:

Join Zoom Meeting

<https://us02web.zoom.us/j/86773445028?pwd=OXZXbGkyQmx3VHZuK0RwQXRZTzBoQT09>

Meeting ID: 867 7344 5028

Passcode: 509922

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:05 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:10 am
4. Marketing Committee Report:
 - a. Ski+ Campaign update - 10:25 am
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
 - b. Southern Utah+ Winter update - 10:40 am
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
 - c. Southern Utah+ FY2019/2020 Integrated Marketing Campaign performance review - 10:50 am
Molly O’Neill, Strategist, Struck
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
Denise Jordan, Marketing Analytics & Research Manager
 - d. Southern Utah+ FY2020/2021 Integrated Marketing Campaign plan review - 11:20 am
\$4,281,943.62 CARES, \$803,429.38 TMPF and \$104.866.36 of Carry forward TMPF
Molly O’Neill, Strategist, Struck
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Megan Griffin, Vice President/Media Director, Love Communications
5. TMPF and CARES budget adjustments - 11:40 am
Dave Williams, Associate Managing Director, Utah Office of Tourism
Move \$182,027.03 of TMPF Urban funds to Southern Utah + TMPF media buy
Move \$182,027.03 of CARES Southern Utah + funds to CARES Urban budget
Move \$159,351.32 of TMPF Statewide funds to Southern Utah + TMPF media buy
Move \$159,351.32 of CARES Southern Utah + funds to CARES Statewide budget

6. UTIA Update: Sara Toliver, Executive Board Member, Utah Tourism Industry Association - 11:45 am
7. Announcements/Upcoming Events – Board and Public - 12:00 pm

Meeting adjourned

The January board meeting will be held on Friday, January 8th, location TBD.

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