

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA
Friday, December 10th, 2021 –10:00 am to 12:00 pm**

**Utah Museum of Contemporary Art - Main Gallery
(20 S W Temple, Salt Lake City, UT 84101)**

**Zoom Participation
Join Zoom Meeting**

<https://us02web.zoom.us/j/88175136945?pwd=dGtjYXJnNyszZE9iQUpsKzdrbWY1dz09>

**Meeting ID: 881 7513 6945
Passcode: 969676**

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. Office of Outdoor Recreation Update - 10:40 am
Pitt Grewe, Director, Utah Office of Outdoor Recreation
5. Destination Development and Partner Relations Update - 10:50 am
Bianca Lyon, Community and Partner Relations Director
6. Social Perception Study - 11:15 am
Lizzy Duffy, Sr, Strategist, Sparkloft Media
7. UTIA Update: Sara Toliver, Utah Tourism Industry Association - 11:35 am
8. Announcements/Upcoming Events – Board and Public - 11:45 am

Meeting adjourned

The next board meeting will be held on Friday, January 14, 2022 at the Discovery Gateway Museum (444 W 100 S, Salt Lake City, UT 84101).

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