

**Utah Office of Tourism
Board Meeting
Friday, February 12, 2016 – 10:00 a.m.
Natural History Museum of Utah
301 Wakara Way
Swaner Forum Room – 5th Floor
Salt Lake City, UT 84108**

Present

Board Members

Joel Racker
John Holland
Greg Miller
Mike Taylor
Sara Toliver
Lance Syrett

Nathan Rafferty
Gordon Topham
Kym Buttschardt
Brian Merrill
Kathy Hanna-Smith

Via Phone

Glen Overton

Russell Clove

Staff

Vicki Varela
Jay Kinghorn
Barbara Bloedorn
Shaylee Read
Kelly Day

Dave Williams
Kaitlin Eskelson
Lorraine Daly
Becky Johnson
Tami Frohnen

Guests

Randy Rhodes
Chad Taylor
Jeremy Chase
Joan Hammer
Monique Beeley
Jonathan Smithgall
Ann Whittaker
Alex Fuller
Chris Newton
Rachel Kahler
Dallin Koeches
Ryan Starks
Nan Anderson
Elizabeth Brown
Maria Twitchell
Red Oelerich
Shalee Johansen
Patti Carpenter
Kara Dame
Falyn Owens

Utah.com
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Struck
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Outdoor Utah
Love Communications
Utah.com
Struck
Go-Utah.com
Heber Valley Tourism
Heber Valley Tourism
Heber Valley
UTIA
Visit Salt Lake
Cedar City/Brian Head
Outdoor Utah
Carbon County
NHMU
NHMU
Garfield County

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors to the meeting at the Natural History Museum of Utah. Joel acknowledged Dr. Sarah George, Executive Director of the museum and turned the time over to her to say a few words.

Dr. George welcomed everyone to the museum. She reported that the state museum opened its doors in 2011. It was assigned to the University of Utah by the legislature. She explained that the museum serves between 150,000 to 200,000 people a year off-site and serves 250,000 – 300,000 a year on-site. The museum has become a travel destination across the state as well as nationally and internationally and it has become a destination for commercial photography and filming. Out of state visitation has grown from 10% when the museum first opened to 20% currently and as much as 35-40% in the summer months.

Joel then asked the board, staff and members of the audience to introduce themselves.

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes of the January 8th meeting held in Salt Lake. Brian Merrill seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- Senate Bill 4 is awaiting the governor's signature that authorizes the Governor's Office of Economic Development to re-allocate \$400,000 within GOED, meaning that we will now have \$1.5 million to start building the St. George Welcome Center.
- John Holland will report on a new proposed initiative in the Co-op program later in this meeting.
- Scenic byway legislation regarding billboards.
- We are working closely with the governor's office to get their feedback on ways we might improve all the measurables that we have been putting in place over the last several years.
- TMPF: Vicki feels very grateful for the industry support. Thanks to UTIA for doing such a great job of getting the story out on Capitol Hill about how well our industry is performing. She feels very confident that \$18 million of on-going funds will be allocated by the legislature in this session.
- We will be presenting The Mighty 5@ 2.0 advertising spots today in the marketing section of the meeting. She acknowledged the great collaboration and creativity between Struck and our office.
- The launch of the National Park Adventure IMAX film and reception were held last night. She acknowledged all of the hard work by Kaitlin Eskelson and her team.

MARKETING REPORT

Dave Williams reported on the following items:

- **Metrics:** Dave provided a dashboard of the TRT distribution as well as unique visits to Visitutah.com compared to the prior year. Jay Kinghorn provided details on our domestic PR efforts as well as the social media by engagement rate and Kaitlin Eskelson provided details on our international PR efforts and landing page hits for major markets.
- **Alaska Airlines Print Ad:** Dave reported that Tania Leichliter from Adgenuity is assisting us with our Co-op cafeteria plan options for our DMO partners. One of the options includes a special

section in Alaska Airlines in-flight magazine. The April edition is featuring national parks. We could have a full-page ad at the beginning of the section for \$5,000. This ad would be seen by approximately 1.8 million people. Dave provided a mock-up example for the audience of what the partners' ads would look like. For the UOT full page ad, the marketing committee would focus on "The Road to Mighty" and is recommending that the ad be paid for out of uncommitted funds from the 3-season section of the budget. With no further discussion, Joel asked the board to entertain a motion.

MOTION: Gordon Topham made a motion to allocate \$5,000 out of uncommitted funds in the 3-season budget to purchase a full page ad in the April edition of Alaska Airlines In-flight Magazine. Sara Toliver seconded the motion. The motion passed.

- **3-Season Ad Campaign:** Dave reported that The Mighty 5® will be shown on national cable TV beginning in March and "The Road to Mighty" will be shown in the spot markets, Los Angeles, Denver and Las Vegas. He explained that the goal of this campaign is to help spread visitors throughout the region and help them have a tremendous all-American road trip that they can only find in Utah. He then presented the 30 second and 15 second ads to the audience. After showing the ads, Dave turned the time over to Jay Kinghorn to show some of the digital aspects of the campaign. Jay pulled up "The Road to Mighty" landing page on our website and showed examples of itineraries that have been created to help visitors plan their trips and to encourage visitors to see not only the national parks but to experience other areas of the state.

Red Oelerich asked Dave if we would be doing an ad in Outdoor Utah magazine this year. Red indicated that we could have a six page spread as in the past. Dave said he would get back with him at a later time.

CO-OP MARKETING COMMITTEE REPORT

John Holland reported on the following items:

- **Transfer Funds from Traditional Co-op to Cafeteria Co-op:** John Holland reported that we currently have \$73,315 in the Traditional Co-op Fund due to traditional Co-op recipients not using all of the funds they were awarded. The Co-op committee is requesting that \$60,988 be applied to the Cafeteria Plan. He further explained that the Cafeteria opt-in had great participation and exceeded the available amount.

MOTION: With no further discussion, Kathy Hanna-Smith made a motion to transfer \$60,988 from the traditional Co-op to the cafeteria plan. Lance Syrett seconded the motion. The motion passed.

- **Jump Start Co-op Program:** John reported that the Co-op committee is proposing that we assist counties with TRT revenues of \$40,000 or less. Right now that would be Piute and Morgan Counties. Their economic and staff constraints make it very difficult for them to compete on the same terms as other counties. This program would be for in-state and out-of-state marketing opportunities to help "jump start" the increase of TRT numbers in those areas. The maximum annual investment would be \$40,000 per county, \$30,000 from the state and \$10,000 from the local government entity. This program would only be available for three cycles (years) at which time the entity would transition to the Traditional Co-op Program at the current 1 to 1 match. John also added that there would be an application process for these funds.

Several board members commented that they thought this was a great idea to help these smaller counties.

MOTION: Nathan Rafferty made a motion to approve the Jump Start Co-op Program as outlined above. Greg Miller seconded the motion. The motion passed.

INTERNATIONAL UPDATE

Kaitlin Eskelson gave a PowerPoint presentation covering the international strategy. Items covered were:

- Top 15 markets ranked by estimated spending per Visa View in the last five years were: Canada, China, France, UK, Germany, Australia, Mexico, Japan, Brazil, Switzerland, Puerto Rico, Italy, South Korea, Spain, and the Netherlands.
- Our top six markets are the UK, Canada, Australia, France, China and Germany. These are also the top six markets outlined by Visa View.
- Canada is our #1 international market.
- She provided detailed data for the top six countries on earned media \$, Barcelona Principal, number of companies trained on the Utah product and in market activities.
- Some in market activities include: trade shows, sales missions, and consumer shows.
- Consumer direct brand umbrella program in every market including Co-op Brand Program.
- A promotion with Park City in Mexico.
- Multi-Market programs.
- Trip Tuner Module
- Video assets we have created
- Chinese training program on our website

After the presentation, Kaitlin indicated that she would be happy to share this presentation with the board.

UTIA REPORT

Nan Anderson reported on the following items:

- TMPF – UTIA is supporting a \$21 million request
- Thanks to the UOT and the Co-op Committee for working through issues in Piute County
- UTIA is tracking bills and other legislation including tourism taxes, tax advisory board issues, and liquor legislation
- Scenic Byways issues
- Tourism Day on the Hill was very successful
- The Tourism Conference will be held September 27th – 29th in Midway

NEW BUSINESS

Gordon Topham reported that they just met with the Tour of Utah in his area and they are very excited that the tour will be coming through southern Utah again this year.

Joel thanked Patti Carpenter and Kara Dame for their assistance with the meeting at the museum.

Barbara Bloedorn announced that the next board meeting will be held Friday, April 8th at the historical Wendover Airport in Wendover, Utah.

Meeting adjourned.