

# UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Thomas S. Monson Center – Miller Town Hall  
411 E. South Temple, Salt Lake City  
Thursday, February 8, 2024 – 2-4 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/87964363237?pwd=cj djZVN5QWJieGpKQ01LU1Zkc2tkQT09>

Meeting ID: 879 6436 3237

Passcode: 781797

1. Welcome & Introductions: Kym Buttschardt, Chair - 2:00 pm
2. Approval of Minutes: Kym Buttschardt, Chair - 2:10 pm
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 2:15 pm
4. Legislative Update - 2:25 pm  
Natalie Randall, Incoming Managing Director, Utah Office of Tourism  
Vicki Varela, Managing Director, Utah Office of Tourism
5. Community & Partner Relations Update - 2:35 pm  
Camille Johnson, Community & Partner Relations Director
6. Marketing Updates - 3:00 pm  
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism  
Julie Comstock, Creative Director, Love Communications  
Megan Griffin, VP/Media Director, Love Communications  
Southern Utah Campaign Update
7. UTIA update - 3:30 pm  
Lesha Coltharp, Secretary/Treasurer, Utah Tourism Industry Association
8. Proclamation Honoring Brad Wilson - 3:45 pm
9. Announcements/Upcoming Events – Board and Public - 3:55 pm

**The next Utah Board of Tourism Development meeting will be held on Friday, April 5, at 10 am, in San Juan County.**

## **Red Emerald Strategic Plan Imperatives**

1. Continue Powerful Branding
2. Prioritize Quality Visitation
3. Distribute Visitation
4. Enable Community Led Visitor Readiness
5. Improve Organizational Effectiveness