

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, February 11, 2022 –10:00 am to 12:00 pm

**Salt Lake City International Airport - Boardroom
(3920 W Terminal Drive, Salt Lake City, UT 84122)**

**Zoom Participation
Join Zoom Meeting**

<https://us02web.zoom.us/j/88335853165?pwd=eW5uUUhwUTR2Q09rZGR6MDRISTRkUT09>

**Meeting ID: 883 3585 3165
Passcode: 871303**

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. Board attendance policy: 10:40 am
Lance Syrett, Chair
5. Marketing Committee Report:
 - a. Southern Utah+ Spring FY2022 Campaign Plan and \$4,528,488 media buy approval - 10:50 am
Dave Williams, Associate Managing Director, Utah Office of Tourism
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Kylie Kullack, Head of Client Engagement, Struck
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
 - b. Ski+ FY2022 \$200,000 media buy change approval - 11:10 am
Dave Williams, Associate Managing Director, Utah Office of Tourism
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
6. UTIA Update: Natalie Randall, Utah Tourism Industry Association - 11:30 am
7. Announcements/Upcoming Events – Board and Public - 11:45 am

Meeting adjourned

The next board meeting will be held on Friday, April 1, 2022 in Tooele.

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