

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, January 13th, 2023 –10:00 am to 12:00 pm

**Petzl Technical Institute
2929 Decker Lake Drive, West Valley, UT 84119**

<https://us02web.zoom.us/j/82663963179?pwd=YVJCL0tyRGNYdXdpb3BvSWMzdFZIUT09>

Meeting ID: 826 6396 3179

Passcode: 674347

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. Marketing Committee Report: 10:40 am
Southern Utah+ 2022/2023 strategy and budget approval \$4,442,912
Becky Keeney, Director of Strategy, Utah Office of Tourism
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
Kylie Kullack, Head of Client Engagement, Struck
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism

Ski+ 2022/2023 update
Becky Keeney, Director of Strategy, Utah Office of Tourism
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
5. UTIA Update: Sara Toliver - 11:20 am
6. Announcements/Upcoming Events – Board and Public - 11:50 am

The next board meeting is scheduled for Thursday, February 9th, 2023 – 2:30 p.m., at the World Trade Center Utah, 60 E. South Temple, 1st Floor/Training Room, Salt Lake City

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