

# **UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA**

**Friday, January 19, 2024 – 10 am-12 pm**

**Join Zoom Meeting**

**<https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09>**

**Meeting ID: 879 6436 3237**

**Passcode: 781797**

1. Welcome & Introductions: Kym Buttschardt, Chair - 10:00 am
2. Approval of Minutes: Kym Buttschardt, Chair - 10:20 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:25 am
4. Outdoor Adventure Commission Report - 10:40 am  
Jason Curry, Director, Utah Division of Outdoor Recreation
5. Marketing Updates - 11:10 am  
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism  
Sydnie Furton, Group Account Director, Love Communications  
Ski Campaign Update  
Anna Loughridge, Public Relations Manager, Utah Office of Tourism  
Marrissa Mallory, Senior Vice President  
Terra Girvin, Senior Account Director, J/PR  
2023 PR Recap & 2024 Preview
6. UTIA update - 11:40 am  
Natalie Randall, Executive Director, Utah Tourism Industry Association
7. Announcements/Upcoming Events – Board and Public - 11:55 am

**The next Utah Board of Tourism Development meeting will be held on Thursday, February 8, 2024, at 2 pm. The meeting will be at the Thomas S. Monson Center, 411 E South Temple, Salt Lake City.**

## **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