

**Utah Office of Tourism
Board Meeting
Friday, January 8, 2016 – 10:00 a.m.
350 North State Street
Copper Room – East Senate Building, 1st Floor
Salt Lake City, UT 84114**

Present

Board Members

Joel Racker
John Holland
Greg Miller
Mike Taylor
Sara Toliver
Kathy Hanna-Smith

Nathan Rafferty
Gordon Topham
Kym Buttschardt
Brian Merrill
Glen Overton

Via Phone

Lance Syrett

Russell Clove

Staff

Vicki Varela
Jay Kinghorn
Barbara Bloedorn
Shaylee Read
Becky Johnson
Mary Lindsey
Andrew Gillman

Dave Williams
Kaitlin Eskelson
Lorraine Daly
Cicily Kind
Andy Adelman
Emily Moench
Val Hale

Guests

Pat Holmes
Randy Rhodes
Chad Taylor
Jeremy Chase
Joan Hammer
Monique Beeley
Peggy Conway
Tom Love
Jonathan Smithgall
Jen Riley
Hannah Pelletier
Jennifer Leaver
Justin Schrozpfer
Lisa DeRosa
Ann Whittaker
Alex Fuller
Chris Newton
Jordan Garn

Visit Salt Lake
Utah.com
Utah.com
Struck
Box Elder County Tourism
Outdoor Utah
Love Communications
Love Communications
Love Communications
Struck
Love Communications
Gardner Policy Institute
Utah.com
Utah.com
Utah.com
Struck
Go-Utah-com
UHLA

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors to the meeting at the state offices in Salt Lake. Joel acknowledged that Lance Syrett and Russell Clove are on the phone for this meeting. He then asked the board, staff and visitors to introduce themselves.

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes from the December 11th board meeting held in Salt Lake. John Holland seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- **TMPF:** The Governor's budget recommendation - \$18 million on-going – the Governor has some concerns about earmarks and will address this issue over the next five years
- Representative Dan McCay has advanced legislation to eliminate all earmarks this year – Vicki gave a brief definition and example of an earmark
- The UOT will be refining the way we report to the board on digital and international strategy and will be providing monthly reports in these areas – the reporting will be in a format that can be shared with partners and areas the board represents
- **Scenic Byways:** Carlos Braceras of UDOT has volunteered to assist with funding to provide a program management position – the key role of this position will be to create a more cohesive statewide strategy and try to secure grants through federal programs
- **Welcome Centers:** The Echo Welcome Center will close at the end of the first quarter of 2016 – the UOT will continue to evaluate other welcome centers to figure out the best strategy to make them more useful to our customers
- **New Employees:** Introduced Andy Adelman as the new business intelligence and research analyst and Mary Lindsey the new ZNHA bookstore manager
- Acknowledged the UOT staff in the room and thanked them for their hard work

MARKETING REPORT

Nathan Rafferty reported that there were great updates and analytics provided in the marketing committee meeting this morning. He then turned the time over to Dave Williams to give a full report.

Dave Williams reported on the following items:

- **Year-end tax revenue:**
 - Car rental tax revenue up 4.8%
 - Restaurant tax revenue up 11.3%
 - Municipal transient room tax revenue up 13.3%
 - Transient room tax up 12.8%
 - Tourism transient room tax up 13.5% through November (related to SL County Salt Palace)
 - Resort communities tax up 9.3%
 - National parks visitation is up 16% through November
 - State parks visitation is up 19%
- Winter ad campaign is in full gear. TV spots are running in NY, LA & San Diego. The digital ad campaign has been running since October.
- **Media Buy:** Last month the board approved the strategy of the three season media buy – today

the board will be presented with the negotiated media buy for its approval

Love Communications & Struck presented the proposal. Items covered were:

- Media Plan Recommendations: maintain national presence using network cable and digital in spring, introduce new creative in key markets (LA, Denver & Las Vegas) using spot TV and year round digital strategy
- Budget: \$4,647,063
- Network Cable Buy: March 7 – April 3, 2016
- Spot TV Buys on NBC and CBS in LA, Denver and Las Vegas in March and April
- Program highlights
- Added value summaries
- Digital strategy

After the presentation and with no further discussion by the board, Joel Racker asked if the board would entertain a motion to approve the media buy as presented.

MOTION: Kathy made a motion to approve the three season media buy in the amount of \$4,647,063. Glen Overton seconded the motion. The motion passed.

- Three Season Creative:
 - Will present “The Road to Mighty” TV spot at the next board meeting
 - Worked with UVU on some ad testing last month including eye tracking and EEG brain sensor testing – UVU has been doing this testing for about a year and has tested about 30 other ads – our ad had the highest amount of engagement and excitement of all the ads tested
- Research: The contract with SMARI expired December 31st - Went through an RFP process with a committee comprised of Dave Williams, Jay Kinghorn, Andy Adelman, Jennifer Leaver from The Policy Institute, Erik Thompson from Visit Salt Lake and Sara Toliver. There were only two responses to the RFP. SMARI was the clear winner of the contract to help measure ad effectiveness.

UTIA REPORT

Sarah Toliver in Nan Anderson’s absence, reported on the following items:

- Tourism Day on the Hill – February 1st - \$30 for registration – encourage partners to attend
- TMPF – UTIA will advocate for \$21 million
- January 25th – Legislative session begins
- UTIA will track tourism related legislation and share information with partners
- Tourism Works PAC
- UTIA board wrote a letter to Utah’s congressional delegation expressing the importance of the visa waiver program
- UHLA will partner with UTIA to host a legislative dinner the evening of February 1st

NEW BUSINESS

Val Hale expressed that tourism is a bright star – keep up the good work and continue to find ways to encourage visitors to explore other areas of the state besides the national parks. Val also reported that in the search for a new director of outdoor recreation, they have narrowed it down to a couple of candidates and will be setting up additional interviews. He further added that they met with the governor and he

would like a ten year master plan for outdoor recreation.

Nathan Rafferty reported that the ski season is going well and a lot of dollars have been used for improvements in infrastructure at some of the resorts.

There was some discussion by members of the board on the Asian market and their visitation in Utah. Vicki reported that Kaitlin Eskelson will provide an international strategy at the February board meeting.

Vicki reported that Val was able to convince the governor to expand his economic vision statement to include the vision of Utah being the top tourism destination in the world. She thanked Val for his continued support of the tourism program.

PUBLIC COMMENT

Pat Holmes encouraged partners to have Vicki Varela present to their boards or members. She explained that Vicki provides a summary of what the UOT is doing and shows how we work together as partners

Mo Beeley reported that Outdoor Utah is participating in the Outdoor Retailer Show this week.

With no further discussion, Joel Racker adjourned the meeting.

The next board meeting will be held at 10:00 am on Friday, February 12th at the Natural History Museum of Utah.