

**Utah Office of Tourism
Board Meeting
Friday, July 31, 2020
Online ZOOM Meeting**

Members Present: Lance Syrett, Nathan Rafferty, Elaine Gizler, Dean Cox, Kym Buttschardt, Mike Taylor, Dirk Clayson, Jim Powell, Nathan Rafferty, Sara Toliver, Brian Merrill

Members Excused: Glen Overton, Greg Miller

Staff: Vicki Varela, Dave Williams, Julia Barnhouse, Becky Keeney, Lorraine Daly, Andrew Gillman, Bianca Lyon, Kelly Day, Rachel Bremer, Rosie Serago

Visitors: Dres Empey, Nancy Volmer, Ethan Koehler, Jonathan Smithgall, Kylie Kullack, Megan Griffin, Robert Stephenson, Randy Rhodes, Sara Otto, Sydnie Furton, Tom Love, Val Hale

WELCOME

Lance Syrett called the meeting to order.

MINUTES

MOTION: MIKE TAYLOR MOTIONED TO APPROVE THE MINUTES FROM THE JUNE 12, 2020 MEETING THAT WAS HELD ONLINE THROUGH ZOOM. DIRK CLAYSON SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR'S REPORT

Vicki Varela, Managing Director, UOT, reported on the following items:

- Utah has been able to sustain some level of tourism because of Utah's access to outdoor recreation throughout the state.
- Significant progress is being made on Forever Mighty and Red Emerald strategy. We are finding that there is a greater sense of stewardship amongst our travelers.
- Utah is fortunate to receive the financial support that we do from the Governor and legislature. Our state is receiving national attention because of the support that our tourism and outdoor industry is given.
- The Governor's Office of Economic Development has organized the following grants using CARES Act funding:
 - Shop in Utah - \$25 M program that allows businesses to apply for (through a state grant) compensation for COVID-19 generated revenue losses as long as businesses allocate 50% of the funds used back to discounts for customers.
 - Commercial Rent Assistance Program – Funded at \$28M, there are still funds available.

MARKETING COMMITTEE REPORT

- **Marketing Committee Report**
 - Review and Approval of FY21 TMPF budget and CARES Act Funding:
 - Dave Williams, Associate Managing Director and Becky Keeney, Tourism Marketing & Operations Director provided a breakdown of the proposed 2021 TMPF budget as well as the CARES Act funds (available on page 3).

MOTION: NATHAN RAFFERTY MOTIONED TO APPROVE THE PROPOSED \$12 MILLION CARES BUDGET AND \$11.4 MILLION TOURISM MARKETIN GPERFORMANCE FUND (TMPF) BUDGET AS OUTLINED. KYM BUTTSCHARDT SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

UTAH TOURISM INDUSTRY ASSOCIATION UPDATE

Sara Toliver, UTIA Board member, gave the following update:

- Heals Act – UTIA is continuing to watch development. This would provide PPE for DMO's and and funding for businesses that suffered loss due to COVID-19.
- Utah Tourism Conference – Due to COVID-19, the conference will be going to a hybrid model. There will be 4 watch parties as well as a way to join virtually. The watch party hosts will be: Salt Lake City, Logan, St. George and Ogden.
- Rural Summit is scheduled for October 6, 2020 at Southern Utah University.
- Outdoor Recreation Summit – August 25 - 26, 2020

PUBLIC COMMENT

- Kym Buttschardt – Co-op interviews will take place August 3-4, 2020. Awards will be announced at the August 14, 2020 Tourism Board meeting.
- Dean Cox – Zion National Park, Washington County and the Utah Office of Tourism are partnering to provide a shuttle service using a private shuttle company that has already retrofitted their vehicles for COVID-19 guidelines. This will allow Zion National Park to update their shuttles to be consistent with the health department guidelines. The shuttles have moved to a reservation model through an app, but there are problems that have arisen and need to be worked through.

MEETING ADJOURNED