

**Utah Office of Tourism
Board Meeting
Friday, June 10, 2016 – 10:00 a.m.
Garden City Towne Center – Lake View Meeting Room
69 North Paradise Parkway, Building C
Garden City, UT 84028**

Present

Board Members

Joel Racker
Kathy Hanna-Smith
Gordon Topham
Sara Toliver
Greg Miller

Nathan Rafferty
John Holland
Kym Buttschardt
Glen Overton

Absent

Lance Syrett
Mike Taylor

Brian Merrill

Staff

Vicki Varela
Jay Kinghorn

David Williams
Barbara Bloedorn

Guests

Red Oelerich
Monique Beeley
Pat Holmes
Nan Anderson
Kevin Murray
Randy Rhodes
Hannah Pelletier
Jonathan Smithgall
Peggy Conway
Deanna Rothlisberger
Joey Stocking
Alex Fuller
Jen Riley
Chad Taylor
Tom Hendrick

Outdoor Utah
Outdoor Utah
Visit Salt Lake
UTIA
Berkshire Hathaway
Utah.com
Love Communications
Love Communications
Love Communications
Bear Lake Valley CVB
Bear Lake Rendezvous Chamber
Struck
Struck
Utah.com
Conestoga Ranch

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors to Bear Lake. He thanked Deanna Rothlisberger of the Bear Lake Valley CVB for hosting the meeting at the Garden City Towne Center and asked her to say a few words.

Deanna expressed her appreciation to the board and staff for holding the meeting in Bear Lake. She then introduced Joel Stocking, President of the Bear Lake Chamber and Mitch Poulsen, Executive Director of the Bear Lake Regional Commission. They both offered a brief welcome and thanked the board for coming to the area.

Joel then asked the board, staff and visitors to introduce themselves.

MINUTES

MOTION: Gordon Topham made a motion to approve the minutes from the May 13th meeting held at Flaming Gorge. Kym Buttschardt seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on some of the following items:

- Kaitlin Eskelson had twin girls on June 1st and was able to take them home on June 4th. They are all doing well. Kaitlin will be back in the office in August. Becky Johnson is stepping in to assist during Kaitlin's absence.
- Shayne Wittwer is the new board nominee to replace Russell Clove. The governor advanced his name to the senate for a vote this month. We hope to see Shayne at the August board meeting.
- Vicki presented to the Executive Appropriations Committee during Legislative Interim on Tuesday, May 17th.
- Vicki reported that our office did a survey with 30 DMO's in 29 counties plus Ski Utah to get feedback on how we are doing. Some items covered in the survey were the Co-op Marketing Program, Print vs. Digital, Rourism, Partner E-mail Newsletter & Partner Website, International & Domestic PR, Geocaching, Welcome Centers, Research and several other items. Vicki gave a brief summary on the feedback received so far. We will address the areas that need improvement.
 - Joel Racker asked how the vendors were selected for the Co-op Cafeteria program. Jay Kinghorn replied that Tania Leichliter of Adgenuity did an RFP for photographers and they were chosen based on best value, quality and availability. Some out-of-state photographers were chosen.
 - Vicki reported that we need to improve our print strategy. The survey showed that our partners are all scaling way back on print. Of all of the publications that are distributed by our office, the travel guide ranked the highest with all other print pieces lagging far behind the travel guide. We cut our partnership with APN in half. We may eliminate that partnership all together next year. The staff is recommending that we discontinue distribution of The Outdoor Recreation Guide going forward because we are trying to improve our compliance to insure we can justify our competitive process and because of the feedback from our partners on publications.
- The US Travel Association Board will hold its July 2018 board meeting in Park City.

MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- Dave asked Nathan Rafferty to report on the percentage of growth in the ski industry. Nathan reported an all-time record number of lift tickets sold this past ski season. We were up 13% from last year and up 5% from the all-time record of 2007/2008. This was great considering we had a below average snow fall.
- **Winter Media Buy Proposal:** Peggy Conway and Jonathan Smithgall with Love Communications presented the proposed winter media buy. Items covered were:
 - TV ads in New York, Los Angeles and San Francisco
 - Out of Home in LAX, JFK airports and Las Vegas
 - Year Round Digital Advertising

- Market Comparison Stats
- Flight Comparison Stats
- Flight Dates for TV, Out of Home and Digital
- Media Mix in Broadcast, Out of Home and Digital
- Digital Statistics from Previous Year
- Digital Strategy and Flight Dates
- Proposed Digital Portion of Winter Media Buy - \$1,133,320

After the presentation Dave reported that we are starting the ad campaign earlier in the year this year and running later. We are also adding San Francisco as a first time winter market and we are shifting more money into digital than in the past.

Dave then asked if the board would entertain a motion to approve the winter media buy.

MOTION: Nathan Rafferty made a motion to approve the digital portion of the winter media buy as presented. John Holland seconded the motion. Dave reported that Peggy from Love Communications will come back to the board at the next meeting with the proposed TV and Out of Home portion of the media buy. With no further discussion, the motion passed.

- **Dashboard Results:** Dave reviewed the dashboard measurement results for Tourism, Domestic and International including but not limited to TRT distribution, unique visits to VisitUtah.com, and publications in top targeted, social media by engagement rate and landing page hits.
- **Explore Your Own Backyard:** Dave reported that we are working with Utah.com/Deseret Digital Media for a cafeteria co-op program option. Partners can all work with them through the traditional co-op program as well. We are also offering an in state option with our operation dollars for this year's Explore Your Own Backyard program and will try some other marketing initiatives rather than go through Utah.com/Deseret Digital Media.
- The deadline for traditional Co-op is June 23rd. Please reach out to Kelly Day if you have any questions.
- Dave has been working with Pat Holmes on ideas to get rural communities involved with ASAE.
- Have started discussions with Tour of Utah regarding some of the concerns with our DMO partners and how we can make some improvements.

UTIA UPDATE

Nan Anderson reported on the following:

- UTIA Membership
- June 28th is the Utah primary
- Tourism Works Political Action Committee (PAC)
- Legislative issues – waiting for statistics from the tax commission from 2015 to see if the TMPF qualifies for \$24 million next year.
- Other Legislative issues include short term rentals and liquor legislation.
 - Kym Buttschardt stated that the DABC office is very broken and needs major reform including the permitting and licensing systems. It affects how we do business as a state as well as the operator side of it and the business facilities. Vicki stated that Salvador Petilos, the Executive Director of DABC had reached out to the GOED leadership team and asked for feedback on how things can be improved. Vicki recommended that if the board feels good about this is that we organize a meeting with our restaurant representative on the tourism board and Sal so he can hear directly from them what issues are being experienced. Nan Anderson suggested that Senator Jerry Stevenson could be a

good one to work with on this. Nan said that she could contact Des Barker and ask him to request a meeting with Senator Stevenson so we can express some of the frustrations we are experiencing.

- The tourism conference will be held September 27th – 29th. Early bird registration ends on July 1st.
- UTIA is updating the white paper on tourism taxes.
- The Utah Rural Summit will be held in Cedar City August 4th and 5th. Vicki Varela will be speaking at the summit on August 4th.

NEW BUSINESS

Joel Racker reported that he recently attended a meeting with the UOT and Visit Salt Lake to talk about how we can capitalize on all the new international flights and promote international meetings in the state.

John Holland encouraged the UOT staff to participate in meetings discussing overcrowding in national parks. Vicki Varela reported that she is attending one of these meetings in July at the Zion Community Center.

Vicki Varela personally thanked Red Oelerich and Mo Beeley of Outdoor Utah for their great partnership for many years and further expressed that they are great advocates for the community. The audience gave them a round of applause.

PUBLIC COMMENT

Pat Holmes reported that ASAE has the 3rd highest registration numbers. Strong attendance is expected.

Pat Holmes reported that Visit Salt Lake has a close relationship with Delta Airlines and a couple of weeks ago they had Delta do a presentation for Visit Salt Lake, as well as Ogden, Provo and Park City CVB's. It was a great networking meeting and was geared towards conventions. She further added that Visit Salt Lake will help facilitate any leads that our partners may have.

A visitor in the audience asked if the Utah Office of Tourism has a stand on the federal lands becoming state lands idea. Vicki Varela reported that our task is to market the products that are available to us and we leave those very complex public policy decisions to the elected public officials.

Glen Overton asked if the Utah Restaurant Association could gain access to the map in the national park guide to be used to create placemats for their next meeting. Vicki indicated that our office is creating a similar map and she would be happy to share the creative with the Utah Restaurant Association if they have the resources to create it.

Meeting adjourned. The next meeting will be held August 12th in Salt Lake City.