

**Utah Office of Tourism
Board Meeting
Friday, June 9, 2017 – 10:00 a.m.
RJ Law Community Center – Aiken/Multi-Purpose Room
305 West Main Street
Delta, UT 84624**

Present

Board Members

Nathan Rafferty
Zachary Renstrom
Shayne Wittwer
Glen Overton
John Holland

Sara Toliver
Kym Buttschardt
Mike Taylor
Kathy Hanna-Smith

Absent

Joel Racker
Brian Merrill

Greg Miller
Lance Syrett

Staff

Vicki Varela
Barbara Bloedorn
Shaylee Read

David Williams
Andrew Gillman

Guests

Kylie Kullack
Pat Holmes
Hannah Pelletier
Jeremy Chase
Chad Taylor
Kaylee Comstock
Jonathan Smithgall
Breck Dockstader
Cody Adent
Brian Knell
Jane Beckwith
Deb Haveron
Brandi Roberts
Bruce Curtis
Tom Love
Megan Griffin

Struck
Visit Salt Lake
Love Communications
Struck
Utah.com
Utah.com
Love Communications
Cliffrose Lodge/Springdale
Cliffrose Lodge/Springdale
Zion National Park.com
Topaz Museum
Millard County Tourism
Great Basin National Heritage Area
Millard County Tourism
Love Communications
Love Communications

WELCOME

As acting chair of the board, Nathan Rafferty welcomed the board and staff to the meeting in Delta. He introduced Deb Haveron, Millard County Tourism Director and thanked her for hosting the board in Delta. Deb expressed her appreciation to the board for holding its meeting in Delta and invited them to come back to visit at anytime. Nathan then asked the board, staff and visitors to introduce themselves.

GREAT BASIN NATIONAL HERITAGE AREA UPDATE

Brandi Roberts explained that the Great Basin National Heritage Area is one of 49 National Heritage Areas and was designated by Congress in 2006. This area includes White Pine County, Nevada and Millard County, Utah. It also includes the Ely Shoshone, Duckwater Shoshone, Goshute and Utah

Kanosh-Paiute nations. The Great Basin NHA is recognized for its classic western landscape and rich cultural heritage. The GBHAP receives federal funds through the Heritage Partnership Program administered by the National Park Service. Since 2013, GBNHA has dispersed over \$550,000 in grant funds which have been leveraged by partners for projects with a value of over \$5 million. Brandi provided a brochure for the board and staff so they could see more detailed information on the program.

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes from the board meeting held on Friday, May 12th in Torrey. Kathy Hanna-Smith seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- Encouraged visitors to see the Topaz Museum while they are in Delta.
- Vicki attended IPW international trade show in Washington DC with tour operators and travel writers from all over the world.
- The president's proposed budget came out recently and it does not include Brand USA. Vicki is working with US Travel on this issue.
- Vicki is continuing to sort the best strategies for improving the visitor experience in the national parks.
- Zion Natural History Association is reinventing itself as Zion National Park Forever Project.
- Ryan Zinke, Secretary of the Interior is deeply committed to addressing the infrastructure problems we are experiencing.
- There is less lodging in national parks through concessionaires now than there was 50 years ago.
- The Governor's SUCCESS Model.
- Vicki announced that Kathy-Hanna Smith is not planning to renew her service on the board for another term. Vicki expressed her appreciation with a small token to acknowledge her service on the board. The board, staff and visitors gave Kathy a round of applause.
- Vicki also announced that Joel Racker has served two terms and will not renew for another term. Names have been advanced to the Governor's office for consideration to replace Joel and Kathy. We hope to have new board members in August.

TOPAZ MUSEUM UPDATE

Jane Beckwith, President/Board of Directors for the Topaz Museum welcomed the board and staff to Delta and thanked them for visiting the Topaz Museum. She reported that the museum has been open since January 2015 and there have been approximately 15,000 -18,000 visitors since that time. She asked for help and guidance from the board and UOT in finding ways to attract visitors to the museum. There will be a grand opening of the museum on July 7th and 8th, 2017. They are expecting about 400 attendees at the opening. The museum hours are 10:00 am – 5:00 pm.

MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- Dave thanked Kathy Hanna-Smith for her hard work and time spent on the marketing committee.
- Dave announced that the traditional co-op marketing applications are due by June 22nd.
- **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. This information was provided to the board in a handout.
- **Winter Digital Media Buy 2017:** Jonathan Smithgall with Love Communications presented the proposed details of the winter digital media buy for 2017. Items in the presentation were

- Plan Recommendations: (1) Maintain national presence for Utah using digital advertising, (2) Early direct response campaign in August through custom email and targeting, (3) Support out-of-home elements with mobile retargeting, (4) Build off of benchmarks established through DoubleClick, Arrivalist, and Magellan, (5) Test new vendors.
- Digital Strategy and Flights:
 - Utilize a mix of pre-roll, high impact ads/sponsorships, mobile, native, email, and traditional banner advertising
 - Ads will be competitively targeted with a focus on past visitors of western ski destinations.
 - Budget: \$1,137,751
 - Flight Dates: August 15, 2017 – August 30, 2017 and September 15, 2017 – March 30, 2017.

After Jonathan’s presentation, Nathan Rafferty asked the board to entertain a motion to approve the digital portion of the 2017 winter media buy in the amount of \$1,137,751 as presented with the caveat that Dave Williams and Jonathan Smithgall present this proposal to the ski partners for their feedback.

MOTION: With no further discussion, Kathy Hanna-Smith made a motion to approve the digital portion of the 2017 winter media buy in the amount of \$1,137,751 as presented above to include the caveat requested by Nathan Rafferty. Shayne Wittwer seconded the motion. The motion passed.

- **UVU Vivint Neuro-Marketing SMARTLab:** Dave Williams presented a few slides from the advertisement study utilizing eye tracking, EEG and facial coding. This study was provided by UVU. IT shows how different age groups are reacting to our advertising to help us make adjustments where needed.
- Dave acknowledged Andrew Gillman and Shaylee Read from the communications team at the UOT. He added that they help create content and they are here today to gather more content from this area of the state.

UTIA UPDATE

Sara Toliver reported on the following:

- UTIA has a new board member, Reed Forrester from Delta Airlines.
- UTIA is implementing a legislative affairs council that will consist of people representing the entire visitor industry. They will meet every other month during the year and every week during the session. The members will be appointed by the executive committee and will serve a three year term.
- Legislative issues regarding alcohol and transient room taxes.
- The annual tourism conference will be held September 12th – 14th in Vernal. Registration is open. The agenda and hotel information can be found on line.

With no further discussion from the board or audience, the meeting adjourned. The next meeting will be held Friday, August 11th in Salt Lake.