

**Utah Office of Tourism
Board Meeting
Friday, May 12, 2017 – 10:00 a.m.
Broken Spur Inn – Conference Center
955 East SR 24
Torrey, UT 84775**

Present**Board Members**

John Holland
Greg Miller
Kym Buttschardt
Lance Syrett
Mike Taylor
Kathy Hanna-Smith

Sara Toliver
Zachary Renstrom
Brian Merrill
Shayne Wittwer
Glen Overton

Absent

Joel Racker

Nathan Rafferty

Staff

Vicki Varela
Jay Kinghorn
Becky Johnson

David Williams
Barbara Bloedorn
Rachel Bremer

Guests

Monique Beeley
Kylie Kullack
Pat Holmes
Paul Jewkes
Hannah Pelletier
Jeremy Chase
Randy Rhodes
Cody Draper
Chad Taylor
Jonathan Smithgall
Breck Dockstader
Cody Adent
Raelene Davis
Shalee Johansen
Adus Dorsey
Falyn Owens
Kaitlin Eskelson

Adventure Utah
Struck
Visit Salt Lake
Utah.com
Love Communications
Struck
Utah.com
Utah.com
Utah.com
Love Communications
Cliffrose Lodge/Springdale
Cliffrose Lodge/Springdale
Ski Utah
Carbon County
Wayne County Economic Development
Garfield County
Utah Tourism Industry Association

WELCOME

John Holland called the meeting to order as the standing chair of the board meeting. Joel Racker, Chair and Nathan Rafferty, Vice-Chair were both unable to be present. John welcomed the board, staff and visitors. He thanked Wayne County for hosting the meeting. He then recognized Leigh von der Esch, former Managing Director of the Utah Office of Tourism, Paul Oolig, Superintendent of Capitol Reef National Park and Adus Dorsey, Wayne County Economic Development Director. John invited each of them to say a few words.

Leigh welcomed everyone to Torrey. She referred to Capitol Reef as one of the best examples of “Life Elevated” in Utah. She was so glad to see everyone and thanked them for coming to the area.

Paul Oolig, Interim Superintendent of Capitol Reef National Park welcomed everyone to the area. Paul reported that visitation for the park is up 15-20% from last year. Last year visitation was 1.1 million visitors. They are expecting it to hit 1.2 million for the year. Three years ago it was around 680,000. He thanked the board for the successful advertising campaign. He provided his contact information if anyone has questions or suggestions. Paul_oolig@nps.gov.

Adus Dorsey, Wayne County Economic Development Director welcomed everyone to Torrey. He expressed his appreciation to the board for the co-op marketing funds that help them attract visitors to the area. He spoke about the importance of getting to know the visitors that come to the area and understanding their cultures to help improve their experiences.

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

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes from the February 10th meeting held in Salt Lake. Kathy Hanna-Smith seconded the motion. Barbara reported that the minutes indicated that Kathy Hanna-Smith was listed as attending via phone but Kathy reported that she was not on the phone and should be marked absent. With that adjustment, the motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- Concerns and possible solutions regarding the possible reduction of funding for national parks.
- A Utah delegation attended Destination Capitol Hill in DC in March.
- Legislative tour in southern Utah – 85 legislators attended.
- UOT international efforts.
- TMPF budget.
- Communications and digital strategy.
- Visitors guide
- Chinese Tourism Seminar – May 8th

MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- **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.
- **TMPF Budget:** Dave reviewed the proposed budget for fiscal year 2017/2018. Some of the items covered were:
 - FY 2017/2017 - \$21 million less \$2.1 to Sport Commission and \$4.2 to co-op marketing.
 - Other allocations include Struck monthly retainer, Struck production costs, international contract retainers, consumer/trade shows, research & analytics, domestic PR, domestic social media, website development, year-round digital, urban, content development/marketing, international marketing and trade shows/trade missions.
 - Remaining budget for 3-season and winter - \$11,322,366. (65% - 3-season/35%-winter)
 - He reviewed line items for each budget.
 - **Sponsorships**
 - Tour of Utah has requested \$200,000 for a sponsorship for the 2017 event. Dave reviewed the benefits that would be received with the sponsorship. If approved, this request would be split 65%/35%. \$130,000-3 season and \$70,000-winter.

- Ski Utah requested \$90,000 to poly-bag Ski Utah Magazine with Outside Magazine, Texas Monthly, Modern Luxury-Manhattan and Modern Luxury-Orange Coast. \$90,000 is 1/3 of the cost. Ski Utah would cover \$191,097 of the costs. There would be 225,000 of the magazine dispersed between the four publications. If approved, this request would come out of the winter print buy.

John Holland asked for an update on the St. George Welcome Center. Vicki reported that due to a development taking place in St. George, it will enable us to have a store front in a mixed use development with retail and restaurants, etc. The value of the land that was originally provided to us through a SITLA/UDOT exchange, can be converted into a long-term lease agreement in the new development.

After Dave's review of the budget, John Holland asked for the board to entertain a motion to approve the overall budget as presented to include the request from Tour of Utah of \$200,000 and Ski Utah in the amount of \$90,000.

MOTION: Mike Taylor made a motion to approve the FY 2017/18 TMPF budget as it was presented to include a sponsorship in the amount of \$200,000 for the Tour of Utah and a poly-bagging request in the amount of \$90,000 for Ski Utah. Shayne Wittwer seconded the motion. With no further discussion, the motion passed.

CO-OP MARKETING COMMITTEE REPORT

John Holland opened the discussion describing funding available in the 2017-2018 budget for co-operative marketing and an overview of the results of the program grant awards from the last two years. He explained the funding deficit as frustrating for all parties in the sense that the approved applications and the funding available for the program were out of balance each of those years. In the 2016 round there were approximately \$1 million in approved requests in excess of available funding. This creates a lot of extra work for our partners who accept reduced amounts and must make considerable revisions to approved marketing plans. In order to fully fund more of the applications which are improving in quality each year, the Co-operative Marketing Committee is recommending a cap of \$275,000 per applicant, down from \$325,000 each of the last two years.

There was some discussion of ways to resolve the dilemma that the committee has every year in not having enough money to fund all of the requests at 100%. The committee will continue to have discussions regarding this issue.

MOTION: Glen Overton made a motion to approve the request to lower the cap of the co-op marketing applications to \$275,000. Kym Buttschardt seconded the motion. John asked that the motion include \$3,350,000 for the traditional co-op and \$850,000 for the cafeteria plan. The motion passed.

CAFETERIA PLAN UPDATE

Becky Johnson provided some brief details on the upcoming cafeteria plan for FY17/18. The information will be shared with the partners on May 15th. There will be a webinar with Ad+Genuity on May 26th. The opt-in deadline is July 20th. Some of the options of the plan this year will be: Digital toolbox, new content distribution tools, OTA's – TripAdvisor and Expedia, TripTuner, marketing partnerships with top airlines, multi-channel campaigns in top international markets, Onthesnow, VisittheUSA.com and Utah.com partnerships and more.

Dave Williams reported that the traditional co-op application deadline will be June 22nd. The interview dates will be July 17th and 18th.

UTIA UPDATE

Kaitlin Eskelson covered some of the following items:

- Legislative visit
- Tourism conference registration deadline – July 1st.
- Updated UTIA website
- Legislative issues

NEW BUSINESS

Zachary Renstrom, our newest board, introduced himself. Zachary represents the Utah Association of Counties on the board.

PUBLIC COMMENT

Monique Beeley presented a copy of her latest Discover Utah Kids Magazine for the Spring/Summer 2017.

Pat Holmes with Visit Salt Lake asked for the boards' position on the national monuments. John Holland reported that the board has not been asked to take a position. Vicki reported that the governor has asked her to stay close to this issue in terms of communication, strategy and providing prospective on behalf of the industry. She recently attended a dinner where Secretary Ryan Zinke spoke. She said that Tom Adams had pulled together a panel of outdoor recreation business leaders and advocates and there was a very lively discussion. She felt that Secretary Zinke went away with a strong understanding of the complexity of the land issues in Utah. She reported that the ball is in his court.

MOTION: Greg Miller made a motion to adjourn the meeting. Kathy Hanna-Smith seconded the motion. Meeting adjourned

The next board meeting will be held June 9th in Delta, Utah.