

**Utah Office of Tourism
Board Meeting
Friday, May 13, 2016 – 10:00 a.m.
Red Canyon Lodge – Restaurant Area, 1st Floor
2450 West Red Canyon Lodge
Dutch John, Utah 84023**

Present

Board Members

Nathan Rafferty
Kathy Hanna-Smith
Gordon Topham
Lance Syrett
Brian Merrill

Mike Taylor
John Holland
Kym Buttschardt
Sara Toliver
Glen Overton

Absent

Joel Racker

Greg Miller

Staff

Vicki Varela
Jay Kinghorn

David Williams
Barbara Bloedorn

Guests

Red Oelerich
Monique Beeley
Pat Holmes
Nan Anderson
Peter Rancie
Craig Collett
Kevin Ashby
Kevin Murray
Randy Rhodes
Hannah Pelletier
Jonathan Smithgall
Peggy Conway
Brian Raymond
Mark Wilson
Kevin Van Tassell

Outdoor Utah
Outdoor Utah
Visit Salt Lake
UTIA
Lodging Hospitality Services
Flaming Gorge Chamber
Vernal Express
Real Estate Association Broker
Utah.com
Love Communications
Love Communications
Love Communications
Daggett County
Red Canyon Lodge
Utah Senate

WELCOME

Nathan Rafferty called the meeting to order and welcomed the board, staff and visitors. He thanked Mark Wilson and the staff of the Red Canyon Lodge for hosting our meetings as well as a lovely dinner last night and activities in the area. Nathan then invited Mark Wilson, Brian Raymond and Senator Kevin Van Tassell to say a few words.

Mark expressed that they were honored to have the board come to the area so they could showcase the great things they have to offer. Mark also expressed appreciation for the great relationship and support of the board and the UOT.

Brian Raymond said that we are happy to host you and thanked the board and staff for coming to the area.

Senator Van Tassell thanked the board for coming and for being so judicious with the TMPF funds. He expressed that tourism is a critical aspect of the state, and he spoke briefly about the things they are doing to improve tourism in his district.

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

MINUTES

MOTION: Gordon Topham made a motion to approve the minutes from the April 8th board meeting held in Wendover, Utah. Mike Taylor seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on some of the following items:

- Daggett County was one of the four pilot counties for the Tourism program. This highly productive program with Roger Brooks helped to carve out the identity of the county to attract visitors.
- UOT is now doing year round digital marketing that will help get the word out about what Daggett County has to offer.
- The legislature awarded \$21 million to the TMPF for our marketing efforts. Tourism partners will be receiving information soon on how this budget affects the partner programs.
- An architect has been selected for the St. George Welcome Center. The welcome center will be located at mile post two coming in from Las Vegas. The target date for completion is the end of 2017.
- Vicki will present an update on "The Road to Mighty" to the executive appropriations committee on Tuesday, May 17th. She will also report on the overall measures of how we quantify what we are achieving in tourism. She invited the board members to attend her presentation.
- Vicki is advancing two names to the governor for the vacant board position replacing Russell Clove. We should have a new member on the board in time for our August meeting.

MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- 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.
- **National Park Guide Proposal:** Dave reported that the board previously set aside \$25,000 for the American Parks Network National Park Guide. He would like to request an additional \$25,000 for a total of \$50,000 for the guide. For this amount, we would get a full page ad in each of the 28 publications as well as 100,000 website impressions. The UOT would receive 225,000 copies be distributed to the UOT, our partners and our target markets. The guides would also be distributed throughout the country and would be available in our national parks. Dave said that the marketing committee discussed it and would like to take the funds out of the uncommitted funds in the 3-Season budget. There is currently \$45,500 uncommitted funds available.

MOTION: Mike Taylor made a motion to allocate \$25,000 out of the uncommitted portion of the 3-Season budget for the APN National Park Guide. Glen Overton seconded the motion. The motion passed.

- **Fiscal Year 2016/2017 TMPF Proposed Budget:** Dave distributed a copy of the proposed budget to the board and the audience for their review. He explained that the legislature allocated \$21 million for the TMPF. He then went through the budget line by line. Nathan indicated that the marketing committee went through the budget this morning and they all felt good about it. He then asked if the board would entertain a motion to approve the budget as presented.

MOTION: Kathy Hanna-Smith made a motion to approve the FY2016/2017 budget as presented. Sara Toliver seconded the motion. The motion passed.

- **ASAE Proposal from Visit Salt Lake:** Dave reported that the marketing committee received a proposal from Visit Salt Lake to help promote the American Society of Association Executives annual meeting and exposition that brings in over 5,000 attendees. He asked Pat Holmes to come up and explain the details of the proposed sponsorship.

Pat explained that Visit Salt Lake is requesting \$250,000 to support the opening event for the American Society of Association Executives Annual Meeting and Exposition. The event will be held in Library Square and the theme of the event will be “Utah’s Own” and will be an authentic celebration of all things Utah. She further added that there would be 5,000 + attendees at the event and they will get a chance to see the hospitality our state is known for. The budget for the event is \$2.5 million. She provided a detailed list of the sponsorship benefits. Handouts were provided to the board.

Gordon Topham asked Pat how the smaller communities could get involved in this event. Pat explained that there will be marketing opportunities through the UOT sponsorship pre and post registration of the event to get the message out. There will be registration bags for attendees that items will go in. Vicki indicated that smaller convention areas around the state are looking at marketing strategies. She added that the real opportunity here for the smaller communities is pre and post FAM tours. She said that she would be happy to have more conversations with Visit Salt Lake about promoting regional convention centers.

Nathan indicated that Pat gave a presentation to the marketing committee and they are in favor of recommending this proposal to the full board. Nathan asked if the board would entertain a motion.

MOTION: Kathy Hanna-Smith made a motion to appropriate \$250,000 to help promote the ASAE event being held in Salt Lake on August 13th with the caveat that Vicki will work with Visit Salt Lake to find a way to help promote the regional areas. The funds would be split 65/35 out of the 3-Season/Winter budgets. Gordon Topham seconded the motion. The motion passed.

UTIA UPDATE

Nan Anderson reported on the following:

- Half of the Utah Senate and the entire House is up for election this year. UTIA has been asked for financial support. We are losing some of our tourism supporters that will not be running again.
- The Tourism Works PAC is actively raising money.
- The Utah primary will be June 28th.
- The Utah Tourism Conference will be held September 27th – 29th. Registration is open. We are expecting about 350 attendees.

PUBLIC COMMENT

Red Oelerich of Outdoor Utah provided copies of the 2016 Outdoor Utah Adventure Guide.

Mark Wilson offered to host a boat tour at the Flaming Gorge Dam pier for anyone in the room that is interested in going. They can do one at 1:00 and one at 2:00 if enough people sign up. You can also raft down the Green River if you are interested. There will be sign-up sheets at the back of the room.

Meeting adjourned. The next meeting will be held Friday, June 10th at Bear Lake.