

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA
Friday, May 6, 2022 –10:00 am to 12:00 pm**

**Eagle Mountain Resort - Canyonside Lodge
(150 S W Village Circle, Beaver, UT 84713)**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett, Chair - 10:25 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:30 am
4. Travel Sentiment Update - 10:45
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
5. Review and approval of the Fiscal Year 2022-2023 \$22,822,800 TMPF Budget - 10:55 am
Dave Williams, Associate Managing Director, Utah Office of Tourism
Becky Keeney, Tourism Marketing & Operations Director, Utah Office of Tourism
6. Partner Relations and Leave No Trace Update - 11:15 am
Bianca Lyon, Community & Partner Relations Director, Utah Office of Tourism
7. Marketing Committee Report:
 - a. Southern Utah+ Winter FY2022 Report - 11:35 am
Dave Williams, Associate Managing Director, Utah Office of Tourism
Denise Jordan, Marketing Analytics & Research Manager, Utah Office of Tourism
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
Kylie Kullack, Head of Client Engagement, Struck
8. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The next board meeting is scheduled for Friday, June 10th in Torrey, UT.

Red Emerald Strategic Plan Imperatives

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness