UTAH BOARD OF TOURISM DEVELOPMENT
MEETING AGENDA
Friday, May 10, 2024 – 10 am-12 pm

Join Zoom Meeting
https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09
Meeting ID: 879 6436 3237
Passcode: 781797

1. Welcome & Introductions: Kym Buttschardt, Chair - 10:00 am

2. Approval of Minutes: Kym Buttschardt, Chair - 10:15 am

3. Managing Director Report: Natalie Randall, Managing Director, Utah Office of Tourism - 10:20 am

4. Utah Film Commission Motion for Approval $4,018,376 - 10:30 am
   Virginia Pearce, Director, Utah Film Commission

5. Marketing Updates - 10:50 am
   Southern Utah Mid-Campaign Performance Update
   Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
   Adam Whalen, VP Analytics & Research, Love Communications

   VisitUtah.com
   Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
   Kim Heys, Web & Content Manager, Utah Office of Tourism
   Megan DeAngelis, Account Director, Hanson Dodge
   Ethan Koehler, VP Digital Experience & Technology, Hanson Dodge

6. Community & Partner Relations Team Update - 11:25 am
   Camille Johnson, Community & Partner Relations Director, Utah Office of Tourism

7. UTIA update - 11:45 am
   Celina Sinclair, Executive Director, Utah Tourism Industry Association

8. Announcements/Upcoming Events – Board and Public - 11:55 am

The next Utah Board of Tourism Development meeting will be held in Park City on Friday, June 14 at 10 am.

Red Emerald Strategic Plan Imperatives
1. Continue Powerful Branding
2. Prioritize Quality Visitation
3. Distribute Visitation
4. Enable Community Led Visitor Readiness
5. Improve Organizational Effectiveness