

**Utah Office of Tourism
Board Meeting
Thursday, May 9, 2019
Davis Conference Center – Twilight Room 3&4
1651 N 700 W
Layton, UT 84041**

Members Present:	Lance Syrett, Nathan Rafferty, Kym Buttschardt, John Holland, Ryan Starks, Mike Taylor, Glen Overton, Shayne Wittwer, Greg Miller
Members Excused:	Elaine Gizler, Sara Toliver, Dean Cox, Brian Merrill
Staff:	Vicki Varela, Dave Williams, Jay Kinghorn, Lorraine Daly, Julia Barnhouse, Rachel Bremer, Becky Keeney, Celina Sinclair
Visitors:	Linda Kelley, Rochelle Fraser, Morgan Cloward, Tara Severson, Chris Newton, Steven Ito, Monica Franco, Haley Rodgers, Angie Yeslas, Cody Draper, Randy Rhodes, Randy Elliott, Alison Garner, Neka Roundy, Kylie Kullack, Molly O’Neill, Jonathan Smithgall, Jansen Davis, Pat Holmes, Kaitlin Eskelson, Tom Love

WELCOME

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to the Davis Conference Center. Enrique Yescas, General Manager, welcomed the Tourism Board and guests.

Davis County Commissioner, Bob Stevenson, thanked the board for visiting Davis County.

Lance then asked members of the board and audience to introduce themselves.

MINUTES

MOTION: Mike Taylor motioned to approve the April 18, 2019 meeting minutes, which was held at Thanksgiving Point in Lehi. Shayne Wittwer seconded the motion. The motion carried unanimously.

DIRECTOR’S REPORT

Vicki Varela reported on the following items:

- Vicki recognized the amount of participation from Davis County residents and officials and thanked them for their support of tourism in the state.
- Transient Room Tax Audit – Vicki is testifying again to the Legislative Audit Committee on May 15th. There is momentum around designating a full-time employee at the tax commission to keep track of compliance reporting from the counties. This proposal will likely move forward in the 2020 legislative session.

- Vicki announced that Jay Kinghorn is leaving the Utah Office of Tourism (UOT) to start his own business. She believes he will do amazing things in his next chapter as he did for UOT. Jay began as a social media manager in 2014 and was able to be promoted to associate managing director. Jay led on mass precision marketing and public policy issues. Vicki is bringing in an external consultant to help guide the office through the organizational shift. Vicki is thankful for Rachel Bremer, Becky Johnson, and Andrew Gillman for their leadership, especially during the transition. Vicki thanked Jay for being a wonderful leader and friend.
- GOED is going through a strategic planning process as a result of the passing of SB172 from the 2019 legislative session. Vicki believes that the new plan will align with our Red Emerald Strategy.
- Vicki also announced that John Holland will not be reinstating his term on the Tourism Board. His last meeting will be June 14, 2019. Vicki recognized and thanked John for all of his work and support for the office and for being an amazing board member and chair of the cooperative marketing committee. With John stepping down from his role, Kym Buttschardt has been selected as the new Chair of the cooperative marketing committee.

MARKETING COMMITTEE REPORT

- **Marketing Committee Report**
 - **Dashboard Results:**
 - Dave Williams reviewed the dashboard measurement results for Tourism, Domestic and International including but not limited to TRT distribution, unique visits to VisitUtah.com, and engagement on VisitUtah.com. This information was provided to the board in a handout. [This document is a Google Doc and is available for the board through this link.](#)
 - **Review/Approval of FY2020 TMPF Budget**
 - Dave Williams presented the proposed TMPF budget for fiscal year 2020. A copy of the budget is included with the minutes for reference.

MOTION: Ryan Starks motioned to approve the FY2020 TMPF budget as outlined. Nathan Rafferty seconded the motion. The motion carried unanimously.

- **Destination Development Update**
 - Rachel Bremer gave a [PowerPoint Presentation](#) updating the board on the Carbon County Pilot Program:
 - UOT contributing \$75,000 out of operations budget. Carbon County contributing \$25,000.
 - Destination Development Process: assessment, strategy & implementation, branding, and experiential product development.
 - Carbon County is currently in the experiential and product development phase.

UTIA UPDATE

Kaitlin Eskelson provided an update on the following:

- Kaitlin thanked Jay Kinghorn for his partnership during his time at UOT.
- Kaitlin acknowledged and recognized Pat Holmes with Visit Salt Lake and shared that she will be retiring in June 2019.
- Tax reform has been pushed to interim committees. There is a lot of focus on the Moab area specifically, especially regarding TRT.
- The DABC has reinterpreted laws that have been in place for the past 20 years. Some of these changes have been made to licensing for public events and lodging. This change is not favorable to the tourism environment.
- There is a new member-facing UTIA website, UTIAMembers.com.
- UTIA recreated the Utah tourism acronym reference sheet for members.
- UTIA has become an official partner of the American Hotel and Lodging Association.
- The Tourism Conference is scheduled for September 17th – 19th in Logan. Registration is now live.

NEW BUSINESS

Jay Kinghorn thanked the tourism community in Utah and will miss his daily interactions with everyone. Jay thanked Vicki and Dave for their mentorship and is grateful for the Tourism Board, community, and colleagues.

Shayne Wittwer shared that the St. George Airport is getting a direct flight to Dallas, TX. He also shared that the Iron Man Race will continue to be held in St. George.

Dave Williams wished Pat Holmes well in her retirement. After 32 years with Visit Salt Lake her last day will be June 6, 2019.

Neka Roundy highlighted the upcoming Great Salt Lake Bird Festival scheduled for May 16-19, 2019.

MEETING ADJOURNED