

**Utah Office of Tourism
Board Meeting
Friday, October 14, 2016 – 10:00 a.m.
Southern Utah University
Hunter Conference Center - Charles Hunter Room
351 West University Blvd.
Cedar City, UT 84720**

Present

Board Members

Joel Racker
Kym Buttschardt
Glen Overton
Lance Syrett
Brian Merrill

John Holland
Sara Toliver
Greg Miller
Mike Taylor
Shayne Wittwer

Absent

Nathan Rafferty
Gordon Topham

Kathy Hanna-Smith

Staff

Vicki Varela
Jay Kinghorn
Barbara Bloedorn

David Williams
Kaitlin Eskelson

Guests

Monique Beeley
Pat Holmes
Nan Anderson
Alex Fuller
Kylie Kullack
Breck Dockstader
Brian Knell
Enoch Seegmiller
Sara Penny
Chris McCormick
Bryan Komarck
Mark Wilder
Kami Paul
Marcia Gilles
Becki Lewis
Emmett Steed
Nancy Leigh
Julie Saemisch
Kenzie Lundberg
Amber Bennett
John Westwood
Des Barker
Rosanne Winder
Joan Hammer
Falyn Owens
Maria Twitchell

Adventure Utah
Visit Salt Lake
UTIA
Struck
Struck
Zion Canyon Visitors Bureau
Zionnationalpark.com
El Rey Inn & Suites
Orchestra of Southern Utah
Cedar City Chamber of Commerce
Cherry Creek Media – Back Country TV
Brian Head Resort
Utah Shakespeare Festival
Dixie National Forest Public Affairs Officer
Cedar City/Brian Head Tourism
Southern Utah University
Brian Head Town
Cedar City/Brian Head Tourism
Cedar City/Brian Head
Cedar City/Brian Head
State House of Representatives
UTIA
UTIA
Box Elder County Tourism
Garfield County Tourism
Cedar City/Brian Head Tourism

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors to Cedar City. He thanked Maria Twitchell and her team for hosting the meeting as well as a wonderful dinner last night and a play at the Shakespeare Festival. He then asked Maria to say a few words.

Maria welcomed the board to Cedar City and thanked the members for holding a meeting in her area. She thanked the board for its efforts on behalf of her community and the entire state. She then gave a brief update on activities, growth and events that are taking place in the area.

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

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes from the September 27th meeting held in Midway. Sara Toliver seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- Vicki acknowledged Representative John Westwood and thanked him for his leadership and his confidence in the tourism industry.
- Vicki expressed her appreciation to the tourism conference planning committee members as well as Glen Overton for hosting the event at the Zermatt.
- Our creative team is reinventing the scenic calendar this year. They are creating a journal/calendar that will be available in November.
- Our Success Metrics were affirmed by the Governor's Office of Management and Budget. Based on our success measures, we qualify for \$24 million in the next round of funding.
- She reviewed a draft of the recommended board schedule for 2017.
- She thanked Maria Twitchell for being such a gracious host to the board and staff in Cedar City.

Joel reported that Vicki was recognized by US Travel Association as the State Tourism Director of the Year. She was presented the award in August at the annual educational seminar in Florida.

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.
- Struck and the marketing committee are working on the winter campaign for next winter 2017/2018. We are working on concepts. We hope to have something to show the board in the November board meeting.
- **St. George Welcome Center Update:** Vicki Varela gave a PowerPoint presentation on the proposed concept for the St. George Welcome Center. Items covered in the presentation were:
 - The current budget is \$1.8 million.
 - Our office is working with Ben Rogers, an architect with CRSA in St. George.
 - The center would be at mile post 2 in Utah.
 - The primary use of the space would be information/trip planning, storytelling, rest and refresh and merchandise/booking.

- Building photos and proposed layout exterior and interior.
- Feature ideas and concepts.
- Visitor survey feedback on items preferred in a welcome center.
- Development will be built out by Clyde Construction out of Utah County, Blue Diamond Master Plan Development Investment Firm and Merrill Trust out of Atlanta. They just signed with SITLA to develop a 3,200 acre master planned community. This opened up our possibilities. A public private partnership could evolve out of this. We will keep you posted as we sort the possibilities.
- Proposal for interior marketing tools – Requesting \$200,000 from TMPF. Vicki asked the board to consider appropriating \$200,000 for the marketing aspect of the interior of the welcome center.

After Vicki’s presentation, Joel reported that the marketing committee supports providing \$200,000 in TMPF funds for the marketing aspect of the St. George Welcome Center. There were a few questions by the board on the location of the center and other details regarding the layout of the planned community.

MOTION: Sara Toliver made a motion to appropriate \$200,000 from the TMPF budget as a place holder for the marketing portion of the new St. George Welcome Center. She added that the staff will come back to the board with more details on how the money will be allocated as the project progresses. Kym Buttschardt seconded the motion. In further discussion, Joel Racker indicated that the committee discussed having the place holder in the 3-Season portion of the 2016/2017 budget. He added that Nathan was not at the meeting and the committee wants to include him in the conversation regarding whether the place holder should be split between 3-Season and winter budgets. With no further discussion, the motion passed.

FY2016 Cafeteria Plan Updates: Kaitlin Eskelson gave a PowerPoint presentation that covered the details of the FY2016 Cafeteria Plan. Items covered in the presentation were:

- **Global Brand Program:** drives awareness, consideration & activation for Utah in markets where Brand USA is present while providing foundational support for co-operative partner participation.
- **International & Domestic Co-op Program:**
 - Provides affordable opportunities to leverage UOT’s global presence in the market
 - Provides partner’s affordable marketing opportunities directed towards an international & domestic audience
 - Increase overall participation by partners in Utah’s co-op programs directed towards an international audience through ease of participation
 - Grow Utah’s overall audience reach in UK, Germany, Canada, Australia and China
- 24 partners participated in FY2016 cafeteria plan with a total partner spend of over \$630,000.
- Kaitlin provided a breakdown of how the funds were spent in the UK, Canada, Australia, Germany, China and domestically.

After her presentation Kaitlin reported that she would send this presentation to the partners.

UTIA UPDATE

Nan Anderson reported on the following:

- The tourism conference had over 400 attendees which is the highest attendance to date.
- Rosanne Winder sent out a conference survey. Please give us your feedback.
- The 2017 conference will be held in Vernal, September 12th – 14th
- UTIA raised \$20,793 at the silent auction at the tourism conference.
- UTIA had a board retreat yesterday in Cedar City. The business plan and budgets were approved.
- 2017 legislative visit possibly in May

- UTIA will be publishing a new and updated version of the legislative directory in January
- Tourism Day on the Hill – Monday, February 13, 2017.
- Encouraged membership in the Utah Tourism Industry Association.

Des Barker gave a brief legislative update. Items included were:

- TMPF Definition – The Tourism Marketing Performance Fund is the marketing dollars that are appropriated by the legislature for tourism marketing for the state.
- Des is the lobbyist for the Utah tourism industry and has been for many years.
- The goal for the next legislative session is a \$24 million appropriation.
- The early numbers from the tax commission are looking good. The performance measures indicate that we will qualify for \$24 million.
- Short term rentals and alcohol policy will come up during the next legislative session.

NEW BUSINESS

Kym Buttchartd asked the staff to look into possibly changing the date for the April 14, 2017 meeting due to spring break schedules. Barbara will survey the board members on this issue before making the final decision.

PUBLIC COMMENT

Sara Penny with Cedar City Arts Council encouraged the board to consider marketing to areas and activities outside of the national parks. Joel Racker provided information on our “Road to Mighty” campaign and how that promotes other areas of the state. Sara expanded on some other events that are going on in the area. She commented also about the importance of the arts and music in the area. Vicki Varela also talked about our year round digital efforts. Kaitlin Eskelson asked Sara Penny to let the UOT international team know whenever there is an international connection.

Monique Beeley with Adventure Utah Media announced that her new kid’s magazine will be coming out in December.

A visitor in the meeting reported that there is a new resort being built in Ivans, Utah.

Breck Dockstader with Zion Canyon Visitors Bureau asked if Des Barker or Lance Syrett had any information on the short term rentals and tax collection. Lance recommended he contact the lodging association. Vicki Varela reported that the UOT has been meeting with the tax commission on this issue.

Meeting adjourned. The next meeting will be held November 11th in Provo.