

**Utah Office of Tourism  
Board Meeting  
Friday, November 13, 2015 – 10:00 a.m.  
Goulding’s Lodge – The Banquet Room  
1000 Main Street  
Monument Valley, UT 84536**

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**Present**

**Board Members**

Mike Taylor	Russ Clove
Lance Syrett	Brian Merrill
Kym Buttschardt	Sara Toliver
Greg Miller	

**Via Phone**

Nathan Rafferty	Gordon Topham
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**Absent**

Joel Racker	John Holland
Kathy Hanna-Smith	Glen Overton

**Staff**

Vicki Varela	David Williams
Kaitlin Eskelson	Barbara Bloedorn
Shaylee Read	Jay Kinghorn (via phone)

**Guests**

Pat Holmes	Visit Salt Lake
Charlie DeLorme	San Juan County
Nan Anderson	UTIA
Red Oelerich	Outdoor Utah
Karen Oelerich	Guest
Randy Rhodes	Utah.com
Cody Draper	Utah.com
Harold Lyman	San Juan County
Lynne Shumway	Blanding Visitor Center
Dallin Tait	Four Corners Adventures
Talon Kartchnes	Blanding Area Travel Council
Rich Reeb	San Juan County Economic Dev. Board
Ronnie Biard	Goulding’s Lodge
Cindy Tumeh	Desert Rose Inn & Cabins
Jeremy Chase	Struck
Teri Paul	Utah State Parks
Tim Smith	Utah State Parks

**WELCOME**

Lance Syrett called the meeting to order and welcomed the board, staff and visitors to the meeting in Monument Valley. He thanked Charlie DeLorme, Ronnie Biard and Cindy Tumeh for hosting our group in the area. He then invited Charlie and Ronnie to say a few words.

Charlie welcomed everyone to the meeting and thanked the board for its support and for all of the good work on behalf of the state and San Juan County. He also thanked them for holding the meeting in the area. He then turned the time over to Ronnie Biard

Ronnie thanked everyone for coming to Monument Valley. He reported that the lodge previously closed by October 1<sup>st</sup> for the winter but they are currently opened year round. He then gave a brief history about Goulding's Lodge and how it was established.

*Harry Goulding and his wife Leone, whose nickname was "Mike", came to Monument Valley in the early 1920's. Harry was a sheep trader looking for a new business opportunity and a place to call home. Monument Valley had once been part of the Paiute Indian Reservation. When the reservation relocated, areas of land opened up for sale. The Goulding's were able to purchase a substantial plot of land in Monument Valley and quickly set up a Trading Post.*

*The Goulding's conducted business with the local Navajo people, who traded hand-crafted items like rugs and jewelry in exchange for food and other goods. After living and working in tents for several years. Harry and Mike constructed a permanent building, which currently houses the Goulding's Trading Post Museum.*

*When the Great Depression hit in the 1930's, the Navajo Reservation suffered immensely. Harry heard of a movie production company scouting for locations to film in the Southwest. He believed that bringing a movie production to Monument Valley would help the local Navajos with much needed income.*

*Harry and Mike set out on a journey to Hollywood, California with their last \$60. By luck and perseverance, Harry met the famous director John Ford. When Ford saw Harry's photos of Monument Valley, he knew it was the perfect location for his next movie. The Goulding's received an advanced payment, and in a few days John Ford and his crew began filming "Stagecoach", starring John Wayne.*

*Over the years, the Goulding's continued to host movie crews, photographers, artists, and tourists. They built lodge rooms and a dining facility to accommodate their guests. Since then, Goulding's Lodge has expanded to host thousands of visitors from all over the world who come to see Monument Valley.*

*Harry and Mike Goulding retired after Knox College of Illinois took over the Trading Post and Lodge in 1962. The Goulding's moved to Arizona, where Harry fell into poor health. In 1981, the LaFont family bought the property, the same year that Harry passed away. Mike later returned to her home in Monument Valley where she spent her final days, passing away in 1992.*

*Thanks to Harry and Mike's pioneering spirit, Monument Valley has become an icon of the American West and people from all over the world can appreciate its amazing beauty.*

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

## **MINUTES**

**MOTION:** Mike Taylor made a motion to approve the minutes from the October 6<sup>th</sup> board meeting held in Bryce Canyon. Sara Toliver seconded the motion. The motion passed.

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- Vicki thanked Charlie DeLorme, Cindy Tumeh and Ronnie Biard for their hospitality
- St. George and other Utah welcome centers
- November meeting with state tax commission and others to discuss transient room tax
- TMPF: tourism has experienced 8.9% growth allowing us to qualify for a 3% increase or \$21 million in the new fiscal year
- Tourism program
- Upcoming symphony tour
- 2016 Utah scenic calendars were provided to the board and audience

## **MARKETING REPORT**

Dave Williams reported on the following items:

- Tourism-related tax revenues (YTD through September)
  - Car rental tax is up 19.6%
  - Restaurant tax is up 11%
  - Municipal transient room tax is up 13.3%
  - Transient room tax is up 12.4%
  - Tourism transient room tax in SL County is up 13.6%
  - Resort communities tax is up 12.4%
  - National park visitation is up 17.5%
- Business Intelligence & Research Analyst position closed on October 4<sup>th</sup>, nearly 40 applied, interviews have begun
- Winter Ad Campaign - \$2.9 million campaign
  - TV in New York, Los Angeles and San Diego
  - Out of home in JFK, LAX and Las Vegas
  - Digital from November through February or March
  - Utah sponsorship of the upcoming Warren Miller Film
  - Working with Struck on overall strategy of The Road to Mighty Spot about the journey through Utah
- We began a 5 day shoot on October 19<sup>th</sup> to capture video and still photos. Dave presented some of the footage taken on the shoot. He conveyed to the board that this is a very rough cut and still needs to be edited.

## **TOURISM UPDATE**

Kaitlin Eskelson presented a PowerPoint presentation that provided information regarding the Tourism program. The items covered in the presentation were:

- Pilot Counties: Box Elder, Daggett, Emery, Kane:
- Mission & Goals – The mission of the Utah Tourism Committee is to aid rural Utah in their economic development efforts
  - Improve the visitor experience, leading to more spending and tax revenues
  - Enhance the recreation and support service infrastructure in emerging, rural tourism destinations

- Increase support services, capacity & extend busy season for developed gateway communities as tourism is the most practical way to gain additional revenues without the pursuit of further industrialization & jeopardizing rural living
- Discussed the process from January 2015 through October including assets, infrastructure, finance and visitor experience for the pilot counties
- Provided information on destination development add-ons and the costs
- Integration with GOED Rural Development Office
  - Train the trainer series
  - BEAR (Business Expansion & Retention Program)
  - Rural fast track grants
  - Possible revolving loan fund initiative

## **UTIA UPDATE**

Nan Anderson reported on the following items:

- The 2015 Tourism Conference had record attendance of 320
- The 2016 Tourism Conference will be held in Midway, September 27<sup>th</sup> – 29<sup>th</sup>
- Tourism Day on the Hill will be held Monday, February 1<sup>st</sup>
- Nan provided an updated copy of the 2015-2016 Utah Legislative Directory

## **PUBLIC COMMENT**

- Red Oelerich will be including a story on hiking/backpacking Cedar Mesa in the 2016 Adventure Guide.
- Harold Lyman from Blanding expressed his appreciation for the board and its efforts. He also commented that he enjoys reading our newsletter. He indicated that visitation is up 18.8% at the Blanding Welcome Center. He urged the board to focus more on state parks and national monuments.
- Tim Smith with State Parks gave an update on the expansion of the Goosenecks State Park to include bike trails and campsites.
- Talon Kartchnes of the Blanding Area Travel Council presented a short video of footage from the area.
- Pat Holmes from Visit Salt Lake encouraged people in San Juan County to list their events on [NowPlayingUtah.com](http://NowPlayingUtah.com).

With no other public comment, Lance adjourned the meeting. The next meeting will be held Friday, December 11<sup>th</sup> in Salt Lake.

