

**Utah Office of Tourism
Board Meeting
Friday, November 12, 2021
Salt Palace Convention Center – Room 254 B**

Members Present: Lance Syrett, Kym Buttschardt, Shayne Wittwer, Glen Overton, Sara Toliver, Brian Merrill, Greg Miller, Nathan Rafferty, Jared Berrett, Jennifer Wesselhoff

Members Excused: Mike Taylor, Brent Chamberlain, Elaine Gizler

Staff: Vicki Varela, Julia Barnhouse, Dave Williams, Celina Sinclair, Becky Keeney, Denise Jordan, Rachel Bremer, Anna Loughridge, Andrew Gillman, Bianca Lyon, Lorraine Daly, Sandra Salvas, Rosie Serago

Visitors: Raelene Davis, Molly O’Niell, Scott Sorenson, Kylie Kullack, Jonathan Smithgall, Sydnie Furton, Judy Cullen, Chris Newton, Elliott Clark, Nan Anderson, Hannah Saunders,

WELCOME

Lance Syrett called the meeting to order and welcomed everyone to the Salt Palace Convention Center.

OATH OF OFFICE

Lorraine Daly, Notary Public, administered the Oath of Office to the following members: Jared Barrett, Jennifer Wesselhoff, Kym Buttschardt, and Nathan Rafferty.

MINUTES

MOTION: GREG MILLER MOTIONED TO APPROVE THE MINUTES FROM THE OCTOBER 8, 2021 MEETING THAT WAS HELD IN VERNAL. SARA TOLIVER SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR’S REPORT

Vicki Varela, Managing Director, Utah Office of Tourism (UOT), reported on the following items:

- UOT is trying to navigate and understand the travel trends that COVID-19 is creating. We get community feedback in areas experiencing a high volume of visitors with increased safety challenges. Two-thirds of the visitors are Utahans new to nature. Many of them are not staying in hotels but are camping.
- A resident survey is out that will help us better understand community challenges and concerns. We will continue to document the visitors experience.
- UOT is participating in Arches National Park discussion. The State Public Lands Policy Office is showing great leadership to better understand the park’s growth. A timed entry

pilot system will launch in May 2022. We also continue to be involved in the Zion Regional Planning process.

- Outdoor Recreation Commission – energized by the direction that the commission is going. There is a need for investment in outdoor recreation.

OPMA TRAINING

Elliott Clark, Assistant Attorney General, Utah Office of Attorney General, provided the following update ([presentation](#)):

- Utah Open & Public Meetings Act - Utah Code §§ 52-4-101 et seq.
- What is OPMA?
 - OPMA requires that the public’s business be done in public.
 - It provides requirements for conducting meetings of public officials, who have the authority to make policy and budget decisions in the public’s interest.
 - It requires that there be notice and an open deliberative process before a public body votes on matters under its jurisdiction.
 - ALL votes are taken in public.
- What is a Public Body
 - OPMA defines a Public body as:
 - Any administrative, advisory, executive, or legislative body of the state or its political subdivisions that:
 - Is created by the Utah Constitution, statute, rule, ordinance, or resolution;
 - Consists of two or more persons;
 - Expends, disburses, or is supported in whole or in part by tax revenue; and
 - Is vested with the authority to make decisions regarding the public’s business.
 - What is a Meeting?
 - OPMA defines a Meeting as:
 - “The convening of a public body or specified body, with a quorum present, including a workshop or an executive session, whether in person or by means of electronic communications, for the purpose of discussing, receiving comments from the public about, or acting upon a matter over which the public body or specific body has jurisdiction or advisory power.”
 - What isn’t a Meeting?
 - OPMA says a meeting does not mean a chance gathering or social gathering.
 - What is a Quorum?
 - “Quorum” means a simple majority of the membership of a public body, unless otherwise defined by applicable law.
 - Tourism’s statute says that 7 is a quorum.
 - What Isn’t a Quorum
 - Quorum does not include a meeting of two elected officials by themselves when no action, either formal or informal, is taken.
 - Notice & Agenda
 - Notice
 - At least 24 hrs. in advance of meeting;
 - Posted at public body’s office; and

- Posted on Utah Public Notice Website; and
 - Newspaper of general circulation.
- Agenda
 - Posted with notice;
 - Must be “reasonably specific” (an average person would be on notice as to all topics of discussion and action planned for the meeting).
- Notice Requirements
 - In addition, a public body that holds regular meetings that are scheduled in advance over the course of a year shall give public notice at least once a year of its annual meeting schedule.
- Records of Open Meetings
 - Do we have to keep minutes and/or recordings?
 - YES, TO BOTH!
 - Even though there is an audio recording, the approved written minutes will be the official record.
 - Include both written minutes and recording of open meetings as public records; post on Public Notice Website.
 - Public body shall establish and implement procedures for the public body’s approval of the written minutes of each meeting.
- Written Minutes
 - Date, time, and place of meeting;
 - Names of members present and absent;
 - Substance of all matters proposed, discussed, or decided by the public body which may include a summary of comments;
 - Record, by individual member, of each vote taken by the public body;
 - Name of each person who makes a public comment and the substance of the comment; and
 - Any other information that is a record of the proceedings of the meeting that any member requests be entered in the meetings or recording.
 - Posting Approved Minutes and Audio Recordings to Public Notice Website
 - Pending Minutes:
 - Available to public within 30 days after the meeting.
 - Approved Minutes:
 - Posted on the PNW within 3 business days after approval.
 - Audio Recordings:
 - Audio recording or a link to the audio recording posted on the PNW within 3 business days after the meeting.
- Electronic Meetings
 - Do I have to attend meetings in person? May a meeting be held without people in the same room?

- Public bodies may meet by phone or other electronic means that allows participants to hear or observe communications.
- The public body must adopt by resolution, rules, or ordinance governing the use of electronic meetings.
- Notice requirements still apply.
- The public must have a means to attend or participate.
- May be held without an anchor location if it presents a substantial risk to health or safety (COVID), but requires written determination by the chair of the public body.
- Electronic Message Transmissions
 - OPMA does not restrict members of a public body from transmitting an electronic message to other members of the public body when the body is not in an open meeting.
 - *Just be careful you're not addressing issues better left to a meeting
- Emergency Meetings
 - Due to unforeseen circumstances that must be articulable.
 - An example might be a broken water line that cannot wait for the next scheduled meeting.
 - Still requires best notice practicable.
 - Cannot be held unless an attempt has been made to notify all members of the public body and a majority of the members approve the meeting.
- Closed Meetings
 - A public body can go from an open meeting into a closed meeting under certain circumstances.
 - 52-4-205 lists all of the reasons for closing an open meeting.
 - A quorum must be present. A motion to close the meeting must be made, naming the specific statutory reason for closure. Then, a roll call vote must be taken. Two-thirds of the body must approve the closed meeting.
 - If the closed meeting is held to discuss 52-4-205(1)(a), (1)(f), or (2), the presiding member of the public body is to execute a sworn statement that the sole purpose of the closed meeting was to discuss these issues. No recording is required.
 - If the meeting is closed for any other statutory reason, a recording shall be made, and written minutes can also be made. These are protected records under GRAMA.
 - NO VOTES IN CLOSED MEETINGS
 - Reasons a Meeting May be Closed
 - To discuss character, professional competence, or physical or mental health of an individual (doesn't require recording if the chair signs an affidavit after);
 - To discuss collective bargaining;
 - To discuss pending or reasonably imminent litigation;
 - To discuss the purchase, exchange, or lease of real property, if public discussion would disclose the appraisal value or prevent the transaction on the best possible terms;

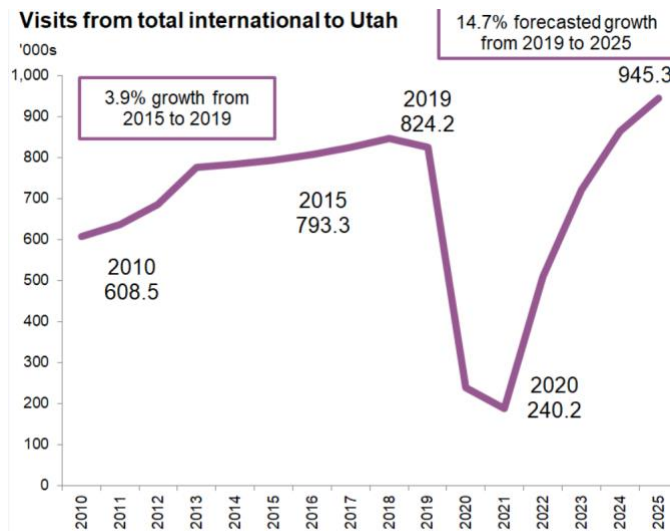
- To discuss the sale of property, if public discussion would disclose the appraisal value or prevent transaction on best possible terms as long as there's public notice of sale and terms are disclosed before the sale;
- To discuss security personnel, devices, or systems (doesn't require recording if the chair signs an affidavit after);
- To discuss investigative proceedings regarding allegations of criminal misconduct; and
- A few other exceptions relating to the Legislature, Higher Education and the Utah Procurement Code.
- What is Forbidden During a Closed Meeting?
 - You may not:
 - Approve an ordinance, resolution, rule, regulation, contract, or appointment.
 - Interview a person to fill an elected position.
 - Take final action: Final votes must be open and on the record.
- What Happens if Someone Violates OPMA?
 - A court can void any action in violation of the law:
 - Sometimes a violation can be cured by discussing and taking a public vote in a subsequent meeting.
 - May have to pay court costs and attorney fees.
 - "In addition to any other penalty under this chapter, a member of a public body who intentionally violates or intentionally abets or advises in violation of the closed meeting provisions of this chapter is guilty of a class B misdemeanor." (6 months in jail and/or \$1,000 fine)
- Remedies & Enforcement
 - Voiding final action
 - Any final action taken in violation of Section 52-4-201*, 52-4-202*, 52-4-207, or 52-4-209 is voidable by a court of competent jurisdiction.
 - Must file a complaint with the court within 90 days of final action. If the alleged violation involves bonds, notes, or other evidences of indebtedness the Complaint must be filed within 30 days.
 - *Does not apply to some notice exemptions for municipalities, special district with less than \$1 million annual budgets.
 - Who can take action?
 - Attorney General and County Attorneys
 - Any party denied a right by the action taken
 - Court may order compliance and enjoin violation
 - Aggrieved party may recover attorney's fees
- Disruption of Meetings
 - OPMA does not prohibit the removal of any person from a meeting if the person willfully disrupts the meeting to the extent that orderly conduct is seriously compromised.
 - Common Violations of OPMA

- Closing meeting without members of the public body voting first in an open meeting to close the meeting.
- Conducting a closed meeting for reasons other than those allowed by OPMA.
- Taking official or final action in a closed meeting.
- Failing to properly provide notice of a public meeting.

INTERNATIONAL UPDATE

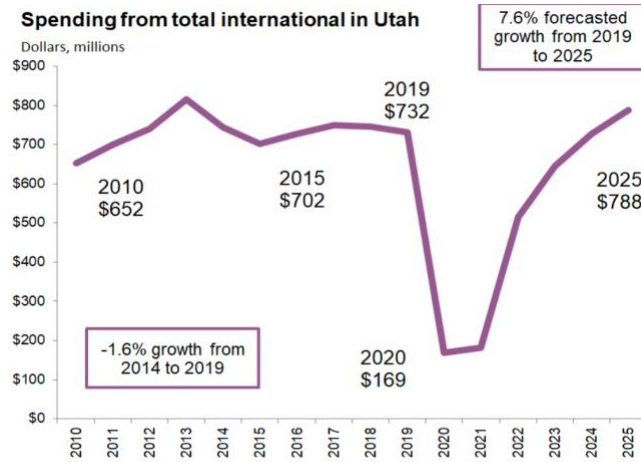
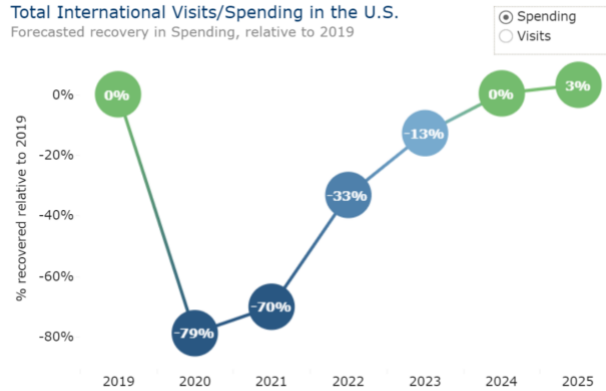
Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism, provided the following update ([presentation](#)):

- Forecasts
 - November 8th: fully vaccinated visitors traveling for nonessential reasons to cross US via air and land.
 - The borders have been closed to non-essential, discretionary travel since March 2020 and in recent months had become a major source of frustration within the Canadian government and among U.S. elected officials representing communities along the northern border.



Source: Tourism Economics

- 2019-2025 Projected International Visits Growth
 - Utah – 14.7%
 - US – 8%



Source: Tourism Economics

- 2019 – 2015 Projected Visitor Spending Growth
 - Utah – 7.6%
 - US – 3%
- Flight/Route Resumption
 - DL Amsterdam (AMS) has resumed/5 days/week
 - KLM Amsterdam (AMS) resuming spring '22
 - DL London, (LHR) tentatively resuming spring '23
 - DL Paris, (CGD) tentatively resuming spring '22,(previously scheduled to resume October '21)
 - DL Toronto (YYZ) tentatively resuming spring '22
 - DL Vancouver (YVR) tentatively resuming spring '22
 - DL Calgary (YYC) daily service has resumed
 - Aeromexico Guadalajara (GDL) daily flights have resumed
 - EW Discover/Lufthansa (FRA) NEW Flight/Carrier launch May '22
- Travel Trade
 - IPW 2021
 - B2B meetings

- French & Belgium post-IPW FAM
 - Canada & Australia post-IPW FAM
 - Press Conference
 - Media Marketplace
 - Post-IPW Press Hosting
- Brand USA Travel Week EU
 - B2B meetings
 - VIP Media Event
- International Market Readiness
 - Crystal Van Kull, General Manager, Rocky Mountain Holiday Tours
 - Karin Omojola, Vice President, Product, Americantours International
 - Marita Ross, Director of Business Development, America 4 You
- Consumer Marketing
 - Consumer Marketing Campaign – 21-22 Strategy & Learnings Applied
 - Based on learnings from past campaigns and considering the consumer journey for our international audience, we will have all traffic directing to specific landing pages on our media partner sites.
 - France has struggled over the years in comparison to German and UK. Therefore, we are trying a new partner for France and Germany which is very exciting.
 - Creatively, we are still focusing Southern Utah messaging to our European markets and Ski messaging to Australia.
 - Trip Advisor proved to be the better booking engine partner over Expedia, which is why we are moving forward with them for UK, Germany and Australia.
 - FY20-21 Insight: Trip Advisor users who saw our international ads viewed 60% more pages of Utah content, booked 110% more often, and viewed 40% more Utah points of interest compared to non-ad exposed individuals.
 - Partners
 - Trip Advisor
 - eDreams
 - Opodo
 - GOvoyages
 - Markets
 - France
 - UK
 - Germany
 - Australia
 - Timing
 - European markets are launching early December and will run through April Australia will launch March and run through June
 - eDREAMS Partnership
 - By testing these eDreams brands, we are building strong presence amongst our target audiences in new places.
 - For Germany and France, we are leveraging inspiration placements all the way to targeting audiences on booking engine result pages to align our product contextually.
 - With all elements working together, we will drive consumers down the funnel with multitouch messaging via social and email.

- Through collaboration with content direction, we will have robust landing pages for both France and Germany.
- All traffic will drive here, making it easy for our audiences to engage with our content.
- Looking Ahead
 - New Hire!
 - Sales Missions
 - AU (Virtual) February 1-2
 - UK/Ireland March 14-19
 - Canada April 4-7
 - France/Belgium April 11-16
 - Germany, (EW Discover FRA-SLC Flight Launch) May 16-23
 - India/China (Virtual) Dates TBD

UTAH MAIN STREET PROGRAM UPDATE

Nan Anderson, Rural Outreach Manager, Go Utah, provided the following update ([presentation](#)):

- Utah Main Street Pilot Program – Brigham City & Price
 - Partners:
 - GOED-Center for Rural Development Utah Office of Tourism
 - Department of Heritage & Arts
 - State Historic Preservation Office Utah Department of Transportation DWS-Community Development Office SEUALG
 - BRAG
 - Preservation Utah
 - Pilot Program Funding Provided by: Go Utah
 - DCCE
 - UDOT
 - USDA – RBD grant
 - SB 194, 1st Substitute
 - Utah Main Street Program is created at Go Utah to provide resources for the revitalization of downtown or commercial districts
 - Enables the Utah MSP to become a coordinating member of the National Main Street Center
 - Establish criteria for Utah MSP designation
 - Consider the recommendations of the advisory committee when designating & implementing local MS programs
 - Provide training and technical assistance to local governments, businesses, property owners that participate in local MS programs
 - Provide financial assistance to designated local MS programs
 - Full time staff to be designated by Go Utah
 - UMSP has rule making authority to establish the eligibility and reporting criteria for a downtown area to receive a USMP designation; requirements for local government support and data collection to measure economic development impact
 - UMSP required to submit an annual report – operations and details of which municipalities have received UMSP designation and financial support.
 - Utah Main Street Program (UMSP)
 - Senate Sponsor – Sen. Derrin Owens, House Sponsor – Rep. Steven Lund
 - SB 194 passed and has been signed by the Governor.

- Vote on Senate floor: 23 yea, 3 nays (Fillmore, Kennedy & McCay), 3 absent/not voting
- Vote on House floor: 45 yea, 23 nay (Abbott, Barlow, Brooks, Christiansen, Christofferson, Handy, Hawkes, Judkins, Kohler, Nelson, Petersen, Peterson, Pierucci, Pulsipher, Robertson, Seegmiller, Snider, Stenquist, Stratton, Strong, Teuscher, Thurston, Wilcox) and 7 absent/not voting
- Fiscal note of \$355,300 which includes funds for AG expenses and internal GOED expense covering contracting costs. \$300,000 is to be used by the program
- *****Designated with ON-GOING funding!!!!*****
- UMSP Advisory Committee
 - Advisory Committee:
 - Appointed by Go Utah Executive Director – Dan Hemmert
 - Representatives from:
 - Go Utah – Nan Anderson
 - UOT – Bianca Lyon
 - Heritage & Arts – Tracy Hansford
 - SHPO – Roger Roper
 - UDOT – Jay Aguilar
 - CDO – Keith Heaton
 - AOG – Geri Gamber
 - Private sector involved in a UMSP – Kelsey Maas, Preservation Utah
 - Representative from a local UMSP – Maria Twitchell, Cedar City-Brian Head Tourism Bureau 3 representatives with interest/expertise in MS programs: Mayor Lenise Peterman, Helper; Paul Larsen, Brigham City; Chris Anderson, Partner at Durham, Jones & Pinegar
 - Works to advise on the eligibility of applicants for designation as a UMSP, financial assistance requests from designated UMSP and to improve the effectiveness of the UMSP
 - 4-year terms, ½ staggered
 - Go Utah representative acts as chair, and appoints replacements
 - Majority of the committee serves as a quorum
 - Committee members may receive per diem and travel expenses
- How Will the UMSP Help Communities?
 - Tiered structure to provide:
 - Training and technical assistance
 - Project planning, business counseling and training, market research, feasibility studies, professional or/technical reports or producer service improvements
 - Community economic development
 - Feasibility studies and business plans
 - Long-term business strategic planning
 - Funding Assistance – Downtown Enhancement Grant Program
 - Placemaking grants
 - Façade Grants
 - City beautification
 - Historic Restoration Tax Credits
 - Access to resources
 - Utilize multiple state agency resources

- Specialty consultants
- Is the UMSP for all Utah Communities:
 - Successful Main Street Districts provide:
 - Walkable, human-scale environments
 - Unique, historic and visually attractive architecture
 - A mix of uses, activities and consumers
 - A strong existing tax base that attracts new businesses and creates jobs
 - A center for activity and community life
 - Positive community image and identity
 - Opportunities for public-private partnerships
 - A place for the community to define its identity through a shared vision of place
 - UMSP Community Tiers:
 - Tier 1 – engaged
 - Tier 2 – vibrant
 - Tier 3 – master
 - Tier 4 – MSA Accreditation
- How to Measure Success?
 - MSA Requirements:
 - Full & Part Time Jobs Created
 - New Businesses Created
 - Rehabilitation projects Completed
 - New Construction Projects Completed
 - Public & Private \$ Investment
 - Volunteer Hours Contribute
 - Go Utah and SB194 Requirements
 - All of the MSA requirements
 - Businesses Retained and/or expanded
 - Decrease in vacancies
 - Number of events & participants
- Status Update:
 - Community designation application process closed on Oct. 31.
 - UMSP Advisory Committee reviewed applications, and communities will be designated either Tier 1 Engaged - or Tier 2 Vibrant
 - Tier 2 – Vibrant communities will be able to apply for Downtown Enhancement Grants, application process opens in November
- Tabulations of Community Designation Applications
 - Brigham City: Tier 2
 - Cedar City – Tier 2
 - Gunnison – Tier 1
 - Granary District – Tier 1
 - Heber City – Tier 2
 - Helper – Tier 2
 - Kaysville – Tier 1
 - Magna – Tier 1
 - Midtown – Tier 1
 - Mt. Pleasant – Tier 2
 - Ogden – Tier 2
 - Parowan – Tier 2
 - Price – Tier 2

- Richfield – Tier 1
- Salina – Tier 1
- Tooele City – Tier 2
- National Park Service Grant Awarded to SHPO
 - What: \$675,000 (Paul Bruhn Historic Revitalization Grant)
 - Match: 3/1 (grant/match); \$60,000 maximum grant*
 - Source: federal Historic Preservation Fund (offshore oil lease revenues)
 - Who: Owners of historic commercial buildings (National Register eligible)
 - Where: “Rural”* communities that are also UMSP Tier 2 communities (coordination between building owners and local Main Street program)
 - When: Grant applications will be available in December. A 2nd grant round will probably take place in spring/summer 2022.
 - Duration: All projects must be completed by November 2024

UTIA UPDATE

Natalie Randall, Executive Director of the Utah Tourism Industry Association (UTIA) provided the following update:

- Natalie Randall is attending the Utah Association of Counties meeting representing UTIA.
- Productive UTIA Board Retreat in La Verkin, UT:
 - Planned for the upcoming legislative session, TRT and reviewing allowable uses, as well as looking at flexible spending.
- Tourism Day on the Hill is scheduled for January 28, 2022. The UTIA membership meeting will take place prior to events.
- Thanked Denise Jordan, Dave Williams and Vicki Varela for their research on visitors and the visitor economy.

MEETING ADJOURNED