

**Utah Office of Tourism  
Board Meeting  
Friday, November 11, 2016 – 10:00 a.m.  
Provo Marriott Hotel & Conference Center – Canyon Room  
101 West 100 North  
Provo, UT 84601**

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**Present**

**Board Members**

Joel Racker  
Sara Toliver  
Lance Syrett  
Brian Merrill  
Kathy Hanna-Smith

Nathan Rafferty  
Greg Miller  
Mike Taylor  
Shayne Wittwer  
Gordon Topham

**Absent**

John Holland  
Glen Overton

Kym Buttschardt

**Staff**

Vicki Varela  
Jay Kinghorn  
Barbara Bloedorn

David Williams  
Kaitlin Eskelson

**Guests**

Monique Beeley  
Alex Fuller  
Kylie Kullack  
Dave Sewell  
Bill Lee  
Kim Henderson  
Todd Blickenstaff  
Charlene Christensen  
Elizabeth Brown  
Randy Rhodes  
Cody Draper  
Paul Jewkes  
Kaylee Comstock  
Chad Taylor  
Jeremy Chase  
Rona Ranif  
Jonathan Smithgall  
Hannah Pelleher  
Peggy Conway  
Tom Love  
Neil Wilkinson  
Val Hale  
John Garfield

Adventure Utah  
Struck  
Struck  
Provo City Council  
Utah County  
BYU TV  
BYU TV  
Utah Valley CVB  
Visit Salt Lake  
Utah.com  
Utah.com  
Utah.com  
Utah.com  
Utah.com  
Struck  
UV Chamber  
Love Communications  
Love Communications  
Love Communications  
Love Communications  
Temple Square  
Governor's Office of Economic Development  
Provo Marriott General Manager

**WELCOME**

Joel Racker called the meeting to order and welcomed the board, staff and visitors to Provo. Joel then recognized Val Hale the Executive Director of the Governor's Office of Economic Development,

Commissioner Bill Lee and Provo City Councilman Dave Sewell. Joel then turned a little bit of time over to Commissioner Lee and Councilman Sewell to say a few words.

Commissioner Lee welcomed everyone to Provo and Utah County. He thanked the board for its great work to promote tourism in the state. He reminded everyone of the great attractions in Utah County and encouraged them to take advantage of them while they are in the area.

City Councilman Sewell welcomed the board to Provo and thanked the members for holding the meeting in the area. He reported that in order to find out a little more about the board he looked up the mission statement. He then read it out loud, "Our mission is to improve the quality of life of Utah citizens through revenue and tax relief, by increasing the quality and quantity of tourism visits and spending." He reported that Provo understands that strong tourism efforts benefit all of Utah. He further expressed appreciation for previous funding Provo has received through the boards' efforts.

Joel then asked the board and staff to introduce themselves.

Joel recognized John Garfield, General Manager of the Provo Marriott and asked him to say a few words. John welcomed everyone to the Provo Marriott Hotel and Conference Center. He spoke briefly about the recent renovations of the hotel. He added that the hotel lobby was recently named one of the best new hotel lobbies in the world by an international design organization.

Joel then asked the visitors in the room to introduce themselves.

## **MINUTES**

**MOTION:** Mike Taylor made a motion to approve the minutes from the October 14<sup>th</sup> meeting held in Cedar City. Sara Toliver seconded the motion. The motion passed.

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- Vicki turned the time over to Val Hal, Executive Director of GOED. Val thanked the board for holding the meeting in Utah County. He reported that in his opinion, the Board of Tourism Development has to be the most successful board in the state. The board has created a great problem for Utah with all of the great advertising. We have lots of visitors. He charged the board to keep doing what they are doing and to continue getting the message out about what the state has to offer.
- Vicki reported that she has been spending some time on the front lines to experience what Utah has to offer.
- Vicki spent some time in Springdale and Moab in the past month. Her key takeaways were that we have very powerful business leaders in Washington County and Grand County who have all the gears coming together to make them a year round destination. The other takeaway is that our national park challenges are even greater than she understood on the funding side. She stated that our office will be a vigorous advocate for funding increases in our national parks with our congressional delegation.
- We have been working with the tax commission and Air B&B. Beginning October 1<sup>st</sup>. Air B&B businesses will be submitting their TRT taxes through Air B&B. We are also working with Expedia on this issue as well.
- Brad Wilson was just selected by his peers as majority leader.
- Trip Advisor announced today that Arches is 17<sup>th</sup> among tourist venues
- Kaitlin Eskelson is working with the Utah Jazz to try to draw French tourist into Jazz specific tour plans.

## 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. This information was provided to the board in a handout.
- **Winter 2018 Concept:** The Struck team presented the 2018 concept. Some items covered were:
  - Name of Campaign – “Make More Mountain Time”
  - Target Audiences – 1-Families, 2-Millennials, 3-Boomers
  - Campaign Style & Tone: Wide and mid shots show environmental context as well as emotion and attitude. Real people, energetic joy, context of place.
  - Video Script: 10 resorts, one hour from Salt Lake City equals more mountain time. Also what your mountain time can include such as resort amenities.
  - Three Years of Mountain Time Will Include:
    - Advertising, Site Content & UOT Collateral, PR & Editorial, Social Media, Ski Partners
- **Year Round Update:** Jay Kinghorn gave an update on the year round state wide digital advertising. Items covered were:
  - Pay per click campaign strategy
  - We were recognized by Google on the mobile improvements we have done.
  - We are trying to get a comprehensive automated look at our digital marketing performance.
  - Digital Campaign Graph shows clicks and post impression
  - Adara – Bookings with Website Visits
  - September – November Arrivals Including Website Visits
  - Instagram Growth/Performance – Past Year
  - Facebook Growth/Performance – Past Year
  - Examples of Social Media Posts
  - Examples of Year Round Content
  - Trip Planning Information
  - Revamped image library
- **Welcome Center Budget Allocation:** Dave reported that in the board meeting last month, the board approved setting aside \$200,000 out of the TMPF budget for the branding and displays that would go in the St. George Welcome Center. Part of the motion stated that there would be more discussion by the marketing committee on how the funds would be split in the budget. He further added that the marketing committee met today and would like to recommend that the funds be split 65/35 with 65% coming out of the 3-season and 35% out of the winter budgets.

**MOTION:** With no further discussion Gordon Topham made a motion to approve splitting the \$200, 000 for the branding of the St. George Welcome Center as outlined above. Lance Syrett seconded the motion. The motion passed.

## UTIA UPDATE

Sara Toliver reported on the following items:

- Legislative results from the 2016 election
- Short term rental Air B&B
- Liquor laws
- 2017 Tourism Conference will be held September 12<sup>th</sup> – 14<sup>th</sup> in Vernal

- Tourism Day on the Hill will be held, Monday, February 13, 2017.

## **PUBLIC COMMENT**

- Monique Beely announced that her new kid's magazine will be released December 7<sup>th</sup>.
- Utah.com announced that they will try to participate in the next round of the cafeteria plan.
- Kaitlin Eskelson announced that the cafeteria packets will be going out via email the first Monday after Thanksgiving.

Meeting adjourned. The next board meeting will be held Friday, December 9<sup>th</sup> in Salt Lake.