UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA

Friday, November 13th, 2020 – 10:00am to 12:00pm
Virtual Meeting Via Zoom: Description:
Join Zoom Meeting
https://us02web.zoom.us/j/82020533990?pwd=TFBuQzNNeVdvajU5SFVDTWk3Z0pWZz09

Meeting ID: 820 2053 3990
Passcode: 054846

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am

2. Approval of Minutes: Lance Syrett - 10:05 am

3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:10 am

4. Marketing Committee Report:
    a. Review and approval of $515,000 Urban Integrated Marketing Campaign plan
        i. Goals and Strategies- Molly O'Neill, Strategist, STRUCK 10:25 am
        ii. Review Media Buy- Hannah Saunders, Digital Media Supervisor, Love Communications 10:30 am
        iii. Content Strategy- Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism 10:40 am
    b. Social Media update- Melissa Kinney, Social Media Manager, Utah Office of Tourism 10:55 am
    c. Update on VisitUtah.com re-platform project- Rosie Serago, Content Strategist, Utah Office of Tourism 11:10 am
    d. International update- Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism and Hannah Saunders, Digital Media Supervisor, Love communications 11:05 am

5. UTIA Update: Sara Toliver, Executive Board Member, Utah Tourism Industry Association - 11:20 am

6. Announcements/Upcoming Events – Board and Public - 11:30 am

Meeting adjourned
The November board meeting will be held on Friday, November 13th location TBD.

<u>Red Emerald Strategic Plan Imperatives</u>
1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness