

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA**  
Friday, November 12, 2021 –10:00 am to 12:00 pm

**Salt Palace Convention Center - Room 254 B  
(100 S W Temple, Salt Lake City UT, 84101)**

**Zoom Participation  
Join Zoom Meeting**

**<https://us02web.zoom.us/j/83954086844?pwd=RnFoVTlFb0k4Q21Sc2JQd0pNWWsxZz09>**

**Meeting ID: 839 5408 6844  
Passcode: 485994**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Oath of Office: Lorraine Daly, Marketing & Budget Coordinator, Utah Office of Tourism - 10:20
3. Approval of Minutes: Lance Syrett, Chair - 10:30 am
4. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:35 am
5. OPMA Training: Elliott Clark, Assistant Attorney General, - 10:45 am  
Office of the Utah Attorney General
6. International Update-Rachel Bremer, Tourism Global Markets Director, - 11:00 am  
Utah Office of Tourism
7. Utah Main Street Program Update- 11:25 am  
Nan Anderson, Rural Outreach Manager, Go Utah
8. UTIA Update: Sara Toliver, Utah Tourism Industry Association - 11:40 am
9. Announcements/Upcoming Events – Board and Public - 11:50 am

**Meeting adjourned**

**The next board meeting will be held on Friday, December 10, 2021, at the Utah Museum of Contemporary Art (20 S W Temple, Salt Lake City, UT 84101).**

**Red Emerald Strategic Plan Imperatives**

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