

**UTAH BOARD OF TOURISM DEVELOPMENT
MEETING AGENDA**

Friday, November 17, 2023 – 10 am-12 pm

**RJ Law Community Center
75 W Main St, Delta, UT 84624**

Join Zoom Meeting

<https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09>

Meeting ID: 879 6436 3237

Passcode: 781797

1. Welcome & Introductions: Kym Buttschardt, Chair - 10:00 am
2. Approval of Minutes: Kym Buttschardt, Chair - 10:20 am
3. 2024 meeting schedule: Kym Buttschardt, Chair - 10:25 am
4. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:35 am
5. Board member community updates- Southern Utah - 10:45 am
6. Governor's Trade Mission to Mexico - 11:05 am
Rachel Bremer, Global Markets Director, Utah Office of Tourism
Dave Williams, Associate Managing Director, Utah Office of Tourism
7. Marketing Updates - 11:25 am
Campaign - SMARI results
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
Denise Jordan, Director of Marketing Analytics & Research, Utah Office of Tourism
8. UTIA update - 11:45 am
9. Announcements/Upcoming Events – Board and Public - 11:55 am

The next Utah Board of Tourism Development meeting will be held virtually on Friday, December 8 at 10 am.

Red Emerald Strategic Plan Imperatives

1. Continue Powerful Branding
2. Prioritize Quality Visitation
3. Distribute Visitation
4. Enable Community Led Visitor Readiness
5. Improve Organizational Effectiveness