

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, October 14, 2022 –10:00 am to 12:00 pm

**Courtyard Cedar City - Kolob & Cedar Rooms
(1294 S Interstate Dr, Cedar City, UT 84720)**

Join Zoom Meeting

<https://us02web.zoom.us/j/85013439353?pwd=MzFWU0NFbHZJbWNSLzY4NGhyaE5vQT09>

Meeting ID: 850 1343 9353

Passcode: 594000

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett, Chair - 10:20 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:25 am
4. Board updates from areas 10:35
5. Update - Jordan Smith, Ph.D. Director, Institute of Outdoor Recreation and Tourism (Utah State University) - 11:10 am
6. Marketing Committee Report: 11:20 am
Travel Trends
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
7. UTIA Update: Sara Toliver - 11:40 am
8. Announcements/Upcoming Events – Board and Public - 11:50 am

Meeting adjourned

The next board meeting is scheduled for Friday, November 18th at the Kanab Center in Kanab, UT.

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