

**Utah Office of Tourism  
Board Meeting  
Friday, October 13, 2017 – 10:00 a.m.  
DeJoria Center – Willow East Room  
970 North State Road 32  
Kamas, UT 84036**

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**Present**

**Board Members**

Lance Syrett  
Kym Buttschardt  
Mike Taylor  
Ryan Starks  
Brian Merrill  
Zachary Renstrom

Sara Toliver  
Shayne Wittwer  
John Holland  
Elaine Gizler  
Nathan Rafferty  
Glen Overton

**Absent**

Greg Miller

**Staff**

Vicki Varela  
Jay Kinghorn  
Kelly Day  
Rachel Bremer  
Celina Sinclair

David Williams  
Barbara Bloedorn  
Lorraine Daly  
Becky Johnson  
Emily Moench

**Guests**

Kylie Kullack  
Matt Anderson  
Chad Taylor  
Jonathan Smithgall  
Cody Adent  
Cody Ferdinando  
Randy Rhodes  
Chris Newton  
Pat Holmes  
Monique Beeley  
Moka Best  
Kaitlin Eskelson  
Hanna Pelletier  
Shalee Johanson  
Joel Racker  
Hans Fuegi

Struck  
Struck  
Utah.com  
Love Communications  
Cliffrose Lodge/Springdale  
Clear Content Marketing/Zion NP.com  
Utah.com  
Go-Utah.com  
Visit Salt Lake & Now Playing Utah.com  
Discover Utah Magazine  
Relic Advertising  
UTIA  
Love Communications  
Carbon County  
Utah Valley CVB  
Utah Restaurant Association

**WELCOME**

Lance Syrett called the meeting to order and welcomed the board, staff and visitors to the DeJoria Center in Kamas. He thanked Tracy Mullen and the DeJoria Center for hosting the board meeting. He then turned some time over to Tracy to say a few words. Tracy provided a few details about the center. The custom-configurable event space manages groups from 10 to 2,000—and with one of the best concert venues anywhere in Utah. It has state-of-the-art lighting and sound technology.

The 1,100-acre ranch offers guided outdoor adventures from relaxing to adrenaline-pumping—with an on-site outfitter to equip a group with everything needed. It has a country-inspired cuisine slow-cooked to perfection with a custom-built smoker inside State Road Restaurant, as well as craft cocktails and over 20 beers inside State Road Tavern.

Lance then invited the board, staff and visitors to introduce themselves.

## **MINUTES**

**MOTION:** John Holland made a motion to approve the minutes of the September 12th meeting held in Vernal. Mike Taylor seconded the motion. The motion passed.

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- Red Emerald Initiative
- National Parks Reservation System for Zion and Arches
- Tourism Marketing Performance Fund
- Recognized Celina Sinclair in her changing role to assist with the scenic by-way program.
- Recognized Matt Anderson as our new creative director as well as President of Struck.

## **MARKETING COMMITTEE REPORT**

Dave Williams reported on the following:

- **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. This document is a Google Doc and is available for the board through a link.
- Dave acknowledged Rachel Bremer who is working on Rourism 2.0. Will provide a report on that in a future meeting.
- Matt Anderson from Struck presented the Out-of-Home and Digital Executions for the winter ad campaign. There will be out-of-home placements in Los Angeles, San Francisco, Las Vegas and New York. Matt presented examples of the creative for the billboards as well as examples of digital banner ads and flight dates for the campaign.
- Jay Kinghorn presented some of the affinity marketing the team has been working on focusing on the urban destinations and experiences. He also presented videos for Sundance and BrianHead resorts.
- Emily Moench provided a domestic public relations update. Items covered were:
  - Successful Pitches: what's new, dark sky parks, bean to bar chocolate and fly fishing.
  - National Forecast: discovery, cultural experiences, culinary, and education & history.
  - Strategy: proactive pitching, in-market media tours and host familiarization tours.

## **UTIA UPDATE**

Kaitlin Eskelson reported on the following:

- UTIA board retreat
- UTIA has some new board members
- Liquor laws
- County TRT funding issues
- 2018 Tourism Conference – October 9<sup>th</sup> – 11<sup>th</sup> in Salt Lake.
- Tourism Talks Series – November 9<sup>th</sup> in Salt Lake.
- 2018 Tourism Day on the Hill – January 22<sup>nd</sup>.

## **NEW BUSINESS**

- Elaine Gizler provided information on the [Rescue.utah.gov](http://Rescue.utah.gov) website and how to purchase your Utah Search and Rescue Assistance Card.
- Vicki Varela announced that Barbara Bloedorn is retiring at the end of the year. Julia Barnhouse from GOED has been recruited to be her replacement.
- Ryan Starks announced that the annual Heber Valley Cowboy Poetry Western Music Festival will be held October 25<sup>th</sup> – 29<sup>th</sup>.

Meeting adjourned. The next board meeting will be held Friday, November 10<sup>th</sup> in St. George.