

**Utah Office of Tourism  
Board Meeting  
Thursday, October 17, 2019 – 5:00 pm Conference Call  
300 N State Street  
Salt Lake City, UT 84114  
Call-In Information  
1-877-820-7831  
Participant Code – 419078**

---

**Members Present:** Lance Syrett, Nathan Rafferty, Dirk Clayson, Elaine Gizler, Shayne Wittwer, Sara Toliver, Kym Buttschardt, Brian Merrill

---

**Members Excused:** Dean Cox, Ryan Starks, Glen Overton, Greg Miller, Mike Taylor

---

**Staff:** Vicki Varela, Dave Williams, Becky Keeney, Andrew Gillman, Rosie Serago, Lorraine Daly

---

**Visitors:** Nancy Volmer, Jonathan Smithgall

---

## **WELCOME**

Lance Syrett, Board Chair called the meeting to order and roll was called by Lorraine Daly, UOT Staff.

## **FUNDING FOR VISITUTAH.COM UPDATE AND APPROVAL OF ADDITIONAL \$140,000 FOR WEBSITE DEVELOPMENT**

Vicki explained that the proposal that was put in front of the Board in the October 11, 2019 meeting was done without enough context of our due diligence for the Board to understand the request. She explained the extensive process of the Request for Proposal that was conducted by UOT staff and necessary state agencies to contract with a website developer. Twenty percent of the state purchasing contract process is a cost proposal. Hanson Dodge was selected by a thorough technical review and had the best cost proposal, which was lower than their usual costs and industry standards. They were highly motivated to get the State five-year contract with the opportunity to have a nationally recognized website. UOT stands by the proposal and feels that we will all be very proud to have the most personalized website in the country.

Clarification was made that the addition funding request of \$140,000 is for this fiscal year only. Any additional funding for future fiscal years will be proposed during those fiscal years.

**Motion: Dirk Clayson made a motion to approve the additional \$140,000 for this year's enhancement budget. Motion was seconded by Elaine Gizler. Motion carries with a unanimous vote.**

Discussion – Board members thanked UOT staff for the additional effort to secure the best pricing for the proposed work needed.