UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA
Friday, October 8, 2021 –10:00 am to 12:00 pm

Uintah Conference Center - Ashley Board Room
(313 E 200 S, Vernal, UT 84078)

Zoom Participation
https://us02web.zoom.us/j/81860277536?pwd=d2doYW5GbzZkQW5nZlZwVEUzT216Zz09

Meeting ID: 818 6027 7536
Passcode: 824946

1. Welcome & Introductions: Kym Buttschardt, Co-Op Marketing Committee Chair - 10:00 am

2. Approval of Minutes: Kym Buttschardt, Co-Op Marketing Committee Chair - 10:15 am

3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:20 am

4. Review of Visitor Profile Report- 10:35 am
   Denise Jordan, Marketing Analytics & Research Manager, Utah Office of Tourism

5. Marketing Committee Report:
   a. Traveler Sentiment Reporting Update - 10:45 am
      Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications

   b. Southern Utah + FY2022 Winter Integrated Marketing Plan Update and
      $895,413 Media Buy Approval - 10:55 am
      Kylie Kullack, Head of Client Engagement, Struck
      Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
      Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism

   c. Northern Utah+ FY2022 and FY2023 Integrated Marketing Plan Strategy- 11:15 am
      Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
      Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
      Becky Keeney, Tourism Director of Marketing and Operations, Utah Office of Tourism

6. UTIA Update: Natalie Randall, Executive Director, Utah Tourism Industry Association - 11:40 am

7. Announcements/Upcoming Events – Board and Public - 11:50 am

Meeting adjourned
The next board meeting will be held on Friday, November 12, 2021, at the Clark Planetarium (*110 400 W, 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