

**Utah Office of Tourism
Board Meeting
Tuesday, October 6, 2015 – 11:00 a.m.
Ruby's Inn – Red Canyon Room B
26 South Main Street
Bryce Canyon, UT 84764**

Present

Board Members

Mike Taylor
John Holland
Russ Clove
Brian Merrill
Nathan Rafferty
Greg Miller

Kathy Hanna-Smith
Joel Racker
Lance Syrett
Kym Buttschardt
Sara Toliver
Gordon Topham

Via Phone

Glen Overton

Staff

Vicki Varela
Kaitlin Eskelson
Shaylee Read
Kelly Day

David Williams
Barbara Bloedorn
Jay Kinghorn
Val Hale

Guests

Andrew Garrett
Charlene Christensen
Pat Holmes
Callie Tranter
Lisa Taylor
Charlie DeLorme
Nan Anderson
Ken Gotzenberg
Brad Smith
Dennis Copyak
Rachel Bremer
Rick Redford
Shawn Milne
Alex Frenkel
Dina Pruitt
Steve Burr
Neka Roundy
Randy Cook
Red Oelerich
Maria Twitchell
Jen Riley
Jonathan Smithgall
Rob Slettom
David Krause

Utah Valley CVB
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Visit Salt Lake
Moab Travel Council
UOT Board Guest
San Juan County
UTIA
Kanab/Kane County
Mormon Pioneer National Heritage Area
LeBus
City Creek Center
All Resort Group Transportation
Tooele County Commission/Econ Dev.
American Parks Network
Aristotle
USU – IORT
Davis County CED
Davis County Tourism & Events
Outdoor Utah
Cedar City Tourism
Struck
Love Communications
Park City Area Lodging Association
National Park Trips Media

Stephanie Asay	Carbon County Office of Tourism
Guests (cont'd)	
Shalee Johansen	Carbon County Office of Tourism
Raelene Davis	Ski Utah
Chad Booth	At Your Leisure TV
Ria Rossi Booth	At Your Leisure TV
Brian Raymond	Daggett County/Flaming Gorge
Neil Wilkinson	Temple Square Hospitality
Gael Duffy Hill	Garfield/Kane/GLCA
Des Barker	UTIA
Eugene Swalberg	Utah State Parks
Leila Neilson	University Inn & Conference Center
Nancy Burr	Cache Valley Visitors Bureau
Todd Johnson	UH&LA Best Western Inn Logan
Todd Shaw	Serta Mattress & UH&LA
Suzette Stewart	Heartland
Tracey Welsh	Red Mountain Resort
Deanna Rothlisberger	Bear Lake Valley CVB
Randy Rhodes	Utah.com
Cody Draper	Utah.com
Marlen Stewart	Snowbird
Kay Vogel song	Snowbird
Chris Newton	Go-Utah.com
Jesse Terrill	Cache Valley Visitors Bureau
Julie Hollist Terrill	Cache Valley Visitors Bureau
Chad Taylor	Utah.com
Justin Schroepfer	Utah.com
Lisa DeRosa	Utah.com
Eric Bright	Utah.com
Lori Veater	Garfield County TC
Camille Johnson	Kane County Office of Tourism
Falyn Owens	Garfield County Office of Tourism
Leshia Coltharp	Uintah County
Kevin Arrington	Sevier County
Jordan Garn	UH&LA

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors to the meeting in Bryce. Joel thanked Falyn Owens from Garfield County Office of Tourism and Lance Syrett, General Manager of Ruby's Inn for their hospitality and invited them to each say a few words.

Falyn thanked everyone for coming to Bryce and expressed her excitement for the great turn out for the tourism conference. She reminded everyone that they are invited to attend the opening reception that will be held this evening at 5:00 pm on the rim of Bryce Canyon National Park.

Lance Syrett expressed his appreciation for allowing Best Western/Ruby's Inn to host the board meeting and tourism conference. He added that the property will be celebrating its 100th anniversary next year. He gave a brief history of how Ruby's Inn got its start. In 1916, Reuben C. (Ruby) Syrett, Lance's grandfather, brought his family to Southern Utah, establishing a ranch near the present site of Ruby's Inn. A few weeks after his arrival, another nearby rancher told Ruby of the canyon called Bryce. His family was so impressed by Bryce Canyon that they became hosts to its visitors. By 1919 they had obtained

permission from the state to build a lodge, the “Tourist Rest”, near the brink of the canyon. Joel then asked the board, staff and visitors of the meeting to introduce themselves.

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes from the September 11th board meeting held in Logan. Kathy Hanna-Smith seconded the motion. The motion passed.

DIRECTOR’S REPORT

Vicki Varela said that she is going to keep her update very short because we will be spending a lot of time together during the conference. She then called attention to her beautiful new jean jacket that is covered with the first round of our geo-caching patches. She explained that you can earn one of these patches by finding three of the five geo-caches that have been placed in a participating county. The goal of this program is to get people off the beaten path. She added that our partners will be hearing more about this program during the conference.

Vicki then introduced Val Hale, Executive Director of the Governor’s Office of Economic Development and expressed her appreciation for his support of our program.

Val expressed his appreciation for Vicki and her team and reported that she was recently nominated by US Travel Association as one of three candidates for tourism director of the year. He further added that she is highly respected by the governor, the legislature and all the right people.

He stated that this is the time of the year that we start preparing our budgets and any additional requests for the legislative session. He thanked the partners for their continued efforts to come together with a unified voice. He challenged them to continue to look at ways to broaden the program and to spread it out through the year and bring people to other parts of the state and rural areas. He congratulated them on the huge success of The Mighty 5® campaign. This great success comes with other challenges. We want to keep the parks full and keep visitors coming here but we need to find ways to encourage them to visit other areas of the state and keep them coming throughout the year, not just during peak seasons. The challenge to you is, keep up the good work, let’s stay number one, and let’s keep the momentum going. Kudos to all of you.

MARKETING REPORT

Dave Williams reported on the following items:

- It’s good to get everyone together every year at the tourism conference and celebrate how the industry is doing.
- Dave appreciates Vale Hale and Vicki’s leadership.
- Tourism Indicators:
 - Car rental tax revenue is up 2.9%
 - Restaurant tax revenue is up 11%
 - Municipal transient room tax is up 14.4%
 - Transient room tax is up 12.6%
 - Tourism transient room tax is up 13.9%
 - Resort communities tax is up 14.5%
- In the last week we renewed our contract with The Gardner Policy Institute with the University of Utah formerly known as BEBR. They will continue to help us with an annual state of the travel and tourism industry research brief. They do the annual tourism county profile. This information can all be found on our website, travel.utah.gov.
- Kelly Day and Diane Wilson in our office led an effort to revamp the travel.utah.gov website and

it looks great and is up to date. You can get great information from the research tab.

- Lyle Almond, our business, intelligence and research analyst accepted a position in another division within GOED. We are actively pursuing a replacement.
- Fall Advertising: We currently have ads running in Las Vegas, Denver and Phoenix (running the week of September 14th through October 11th). We are doing TV & digital and trying to encourage visitors to come in the shoulder seasons.
- We are working on The Mighty 5@ 2.0, the road to mighty about the all American road trip. The ad shoot will start on October 19th. We will capture video b-roll and still photography to update our photo library as well as shooting the ad.
- Winter Campaign Planning: At the last board meeting, the board approved a 2.66 million dollar media buy for the winter campaign. We will be running TV ads in New York, Los Angeles and San Diego. Ads will start in November. We will also have out of home and digital billboards running in JFK, LAX and in Las Vegas.
- The board previously approved \$80,000 to poly-bag Ski Utah Magazine with other magazines. Dave asked Raelene Davis to give a brief report.
 - Raelene reported that Ski Utah Magazine will poly-bag 90,000 copies with Ski Magazine in October, 50,000 with Outside Magazine in December and 20,000 with Mountain Magazine will be on newsstands.
- The board previously approved \$185,000 for a sponsorship with Warren Miller.
 - There will be a 7-8 minute segment in the upcoming Warren Miller ski movie that will feature Utah.
 - We will have some ads on Warrenmiller.com.
 - We will have an e-newsletter sponsorship in two of their newsletters that go out to all of their subscribers.
 - We will have access to all of the b-roll that they shot.
 - The Warren Miller film will be shown in Utah on October 16th and 17th at Abravanel Hall in Salt Lake and Orem at the Zango Grand Theater, October 20-22nd, in Park City at the Eccles Theater, October 23rd and 24th, in Ogden at the Perry Theater October 27th and 29th and in Logan at some point.
 - As part of the sponsorship we have limited tickets to a VIP event prior to the screening in Salt Lake on October 16th. If board members are interested, please let Dave know.
 - We have been working with Ski Utah on all of the coordination of this partnership.
- The TV ad for the summer is a hook and gets people thinking about Utah.
 - \$225,000 from the TMPF goes towards PR.
 - We will be doing year round digital this year for the first time.
 - Kaitlin Eskelson is doing a lot with international efforts.
 - There is a lot going on besides the Mighty 5@ campaign to get visitors around the State of Utah.

COMMUNICATIONS REPORT

Jay Kinghorn reported on the following:

- Last week we announced a contract with a new social media firm, Pandemic out of Boston/New York that will be doing social media for us year round.
- Native content
- Dark skies content
- Life elevated social media campaign
- Year round digital strategy
- Ad block technology

NEW BUSINESS

Gordon Topham reported that I-70 is undergoing new paving in several areas east of Salina on two different loops.

PUBLIC COMMENT

Dennis Copyak with LeBus commended the Utah Office of Tourism for organizing the Yellowstone Loop FAM

Val Hale reported that he and the Governor met with the Chinese Ambassador to the US yesterday and the ambassador indicated that next year is the year of Chinese tourism. He reported that we can expect 200 million Chinese will be traveling out of China next year and we should market to them. Restaurants should have menu items that cater to their needs. We should make an effort to find out the types of things they like to do

Charlie DeLorme reported that he attended the Asian trade mission last month. He reported that tour operators know where Utah is and they want to create more Utah product. He further added that he is looking forward to hosting the board in Monument Valley next month.

Vicki Varela gave a brief update on afternoon and evening activities taking place today.

A visitor from the Los Angeles Times would love to hear things about local things to do in Utah that can go in their travel section. She suggested that we should have our PR team share information with them.

Meeting adjourned. The next meeting will be held in Monument Valley on Friday, November 13th.