

**Utah Office of Tourism
Board Meeting
Tuesday, October 9, 2018
Salt Palace Convention Center – Room 257
100 S Temple
Salt Lake City, UT 84101**

Members Present: Lance Syrett, Sara Toliver, Ryan Starks, Greg Miller, Elaine Gizler, Shayne Wittwer, Brian Merrill, Nathan Rafferty, John Holliday, Kym Buttschardt, Glen Overton, Mike Taylor, Zachary Renstrom

Members Excused:

Staff: Vicki Varela, David Williams, Jay Kinghorn, Julia Barnhouse, Emily Moench, Flint Timmins, Becky Keeney, Celina Sinclair, Rachel Stone, Rachel Bremer, Lorraine Daly, Sandra Salvas, Melissa Kinney, Brian Zielinski, Rosie Serago, Andrew Dash Gillman, Cecilia Bahena, Kelly Day, Diane Wilson

Visitors: Suzanne Brose, Chandler Taylor, Kerry Phillips, Eric Bjourn, Maria Twitchell, Joan Hammer, Boyd Bowers, Taylor Pallas, Ashelee Pallas, Maury Root, Neka Roundy, Haley Rodgers, Sara Otto, Kevin Lewis, Dean Cox, Pat Holmes, Devan Chaves, Eugene Swalberg, Julie Hollist Terril, Becki Lewis, Leshia Coltharp, Falyn Owens, Joyce Kelly, Leila Neilson, Cyndi Colling, Todd Shaw, Lisa DiRosa, Kelli Day, Natalie Randall, Allison Yamamoto-Sparks, Cory Marshall, Olivier Barthez, Karen McCardle, Sarah Harwardt, Tess Pascua, Matt Peters, Jenni Bridgeman, Megan Griffin, Barbara Bloedorn, Cery Deccio, Tami Leonhardt, Sean Brownell, Brad Smith, Dres Empey, Allison Dockstader, Cody Adent, Breck Dockstader, Cody Ferdinando, Christopher Jordan Wade, Kylie Kullack, Scott Sorenson, Colin Greenberg, Chris Newton, Alison Garner, Joel Racker, Jonathan Smithgall, Tom Love, Hannah Saunders, Tina Henrie, Mark Smoot, Camille Phillips, Bill Scoffield, Camille Johnson, John Olsen, Alex Frenkel, Dennis Copyak, Adam Whalen, Ryan Kelly, Chad Taylor, Cody Draper, Robert Stephenson, Paul Jewkes, Carrie Cox, Nate Christensen, Marianne Jennings, Eason Gu, Vivian Fu, Jingyi Wang, Randy Rhodes, Travis Beard, Chad McWilliams, Raelene Davis

WELCOME

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to the Salt Palace Convention Center in Salt Lake City and the Tourism Conference.

Lance then asked members of the board and audience to introduce themselves.

MINUTES

MOTION: Sara Toliver motioned to approve the September 14th, 2018 meeting minutes, which took place at Cedar Breaks Lodge in Brian Head. Greg Miller seconded the motion. The motion carried unanimously.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- Vicki informed everyone that the Utah Office of Tourism's international consultants were in town for the Tourism Conference. She thanked them for the work that they have done to promote tourism in Utah.
- Vicki announced that she and Jay Kinghorn attended a tour of Zion National Park with Secretary Zinke in September 2018. Congressman Bishop and Congressman Stewart were in attendance and showed support to the public lands bill that Congressman Bishop is carrying. There is strong support of the bill in the Senate as a whole. There continues to be concerns surrounding the planning process for both Zion and Arches National Park and we are remaining close to the process to encourage broad thinking. We need to look beyond the national park boundaries and research regional solutions.

MARKETING COMMITTEE REPORT

- **Dashboard Results:**
 - Dave Williams reviewed the dashboard measurement results for Tourism, Domestic and International including but not limited to TRT distribution, unique visits to VisitUtah.com, and engagement on VisitUtah.com. This information was provided to the board in a handout. [This document is a Google Doc and is available for the board through this link.](#)
- **Approve Urban Marketing Components**
 - Jay Kinghorn shared the objective of the urban marketing campaign, which is to enhance the Wasatch Front's reputation as a tourism destination unto itself. This is the second year that we have been working on the campaign.
 - Emily Moench, PR Manager, introduced UOT's new PR firm, J Public Relations. Emily is confident that they will represent Utah well. One of the first proposals that J Public Relations proposed for the urban campaign is Utah U, the first ever education in Utah's culinary scene. The idea is to take over one of the top culinary schools in New York City, invite 40-60 journalists, and have 6 top chefs from Utah provide hands-on demonstrations and education about our culinary scene. Supporting this event, we would like to do 6 months of targeted proactive pitching and host two familiarization tours for the media. This is a component of the proposed urban buy and values at \$75,000.
 - Jay presented on the second component of the proposed urban buy which will focus on social media. UOT's social media firm, Pandemic Labs, provided strategies to change perceptions about destinations through influencers. Pandemic Labs has evaluated three influencers to work with a budget of \$50,000. The influencers have been vetted to make sure that their followers are actual people and responsive to similar content that we produce.

MOTION: John Holland motioned to approve the following allocations for the FY19 Urban Budget of \$600,000: \$75,000 for public relations, \$50,000 for social media influencers, and \$350,000 for native ad buys. Ryan Starks seconded the motion. The motion carried unanimously.

- Jay then provided an update on our creative content by showing new videos that will be launched over the next few months.

NEW BUSINESS

Ryan Starks announced that Soldier Hollow is hosting the World Cup Biathlon in February 14th – 17th, 2019, which is the first international event that Heber has hosted.

Dennis Copyak with Le Bus, asked if the Utah Office of Tourism can provide an update on the motor vehicle plan in the national parks. Vicki Varela addressed the question and shared that we do not have updates at this time but will provide information as it becomes available.

Breck Dockstader with Vibrant Management announced the Southern Utah Tourism Summit scheduled for March 2019. The event will be held at Southern Utah University in Cedar City.

Joel Racker with Explore Utah Valley announced Evermore Park in Pleasant Grove. He encouraged everyone to attend their upcoming Halloween and Christmas programs at the park. For more information, visit evermorepark.com.

Tom Love with Love Communications announced the \$3.9 billion rebuild of the Salt Lake International Airport scheduled to open two years from now. This will increase the current capacity and is the only international airport that has been rebuilt onsite. Bill Wyatt has been named the new president of the Salt Lake International Airport.

Pat Holmes with Visit Salt Lake welcomed the Tourism Board and guests to Salt Lake City and the Tourism Conference.

MEETING ADJOURNED