

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA**

**Friday, September 10, 2021 –10:00 am to 12:00 pm**

**Bryce Canyon Grand Hotel - Ponderosa Conference Room  
(30 N 100 E, Bryce Canyon City, UT 84764)**

**Zoom Participation**

**<https://us02web.zoom.us/j/89386403433?pwd=UIZycVRRMStLQ3F2WDIrL3l6YmZRZz09>**

**Meeting ID: 893 8640 3433**

**Passcode: 768801**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett, Chair - 10:15 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:20 am
4. Co-op Update - Kym Buttschardt, Chair Cooperative Marketing Committee - 10:30 am
5. International Update-Rachel Bremer, Tourism Global Markets Director, - 10:35 am  
Utah Office of Tourism
6. Marketing Committee Report:
  - a. Traveler Sentiment Reporting Update - 10:55 am  
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
  - b. Southern Utah+ Spring FY2021 Integrated Marketing Campaign Report 11:05 am  
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications  
Kylie Kullack, Head of Client Engagement, Struck  
Becky Keeney, Tourism Director of Marketing and Operations, Utah Office of Tourism
  - c. EDA Grant Forever Mighty Campaign Update - 11:35 am  
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
7. Announcements/Upcoming Events – Board and Public - 11:50 am

**Meeting adjourned**

**The next board meeting will be held on October 8, 2021 in Vernal.**

**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