

**Utah Office of Tourism  
Board Meeting  
Friday, September 11, 2015 – 10:00 a.m.  
Riverwoods Conference Center – Elm Room  
615 Riverwoods Parkway  
Logan, UT 84321**

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**Present**

**Board Members**

Mike Taylor	Kathy Hanna-Smith
John Holland	Joel Racker
Russ Clove	Lance Syrett
Brian Merrill	Kym Buttschardt
Nathan Rafferty	Sara Toliver

**Via Phone**

Gordon Topham

**Absent**

Greg Miller	Glen Overton
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**Staff**

Vicki Varela	David Williams
Kaitlin Eskelson	Barbara Bloedorn
Shaylee Read	Aleesha Francis
Jay Kinghorn (via phone)	

**Guests**

Chad Taylor	Utah.com
Cody Draper	Utah.com
Eric Bright	Utah.com
Randy Rhodes	Utah.com
Alex Fuller	Struck
Tom Love	Love Communications
Joan Hammer	Box Elder County
Jeremy Chase	Struck
Sarah Nielson	Love Communications
Jonathan Smithgall	Love Communications
Leila Neilson	UH&LA & University Inn
Julie Hollist Terrill	Cache Valley Visitors Bureau
Chris Newton	GoUtah.com
Monique Beeley	Outdoor Utah
Elizabeth Brown	Visit Salt Lake
Jen Riley	Struck
John Booth	Riverwoods Conference Center
Ann Winn	Cache County Attorney's Office

**WELCOME**

Joel Racker called the meeting to order and welcomed the board, staff and visitors to the meeting in Logan. He thanked the Riverwoods Conference Center for hosting the meeting. He then turned the time over to Julie Hollist Terrill, Director of Cache Valley Visitors Bureau.

Julie welcomed everyone to Logan and gave a brief update on activities and growth in the area.

Joel then asked the board, staff and visitors to introduce themselves.

## **OATH OF OFFICE**

Joel Racker reported that by law, the new and re-appointed board members need to be sworn into office and each oath needs to be notarized and placed in the State Archives. Sara Toliver recited the oath of office. The oath states, ***“I do solemnly swear that I will support, obey and defend the Constitution of the United States and the Constitution of this State and I will discharge the duties of my office with fidelity.”*** A local notary then notarized the document for the permanent file.

Joel then asked John Booth, General Manager of the Riverwoods Conference Center to say a few words. John welcomed everyone to the conference center. He reported that the facility has been in operation for about eight years and is one of very few privately owned conference centers. It consists of Elements Restaurant and the Springhill Suites and the conference center. It can hold conferences up to 500 and banquets for up to 1,000. It has experienced growth consistently since it opened.

## **MINUTES**

**MOTION:** Kathy Hanna-Smith made a motion to approve the minutes of the August 14<sup>th</sup> meeting held at the Rio Tinto stadium in Sandy. Lance Syrett seconded the motion. The motion passed.

## **DIRECTOR’S REPORT**

Vicki Varela reported on the following items:

- Vicki and others got a sneak peak of the new Eccles Theater - It is a spectacular new destination
- Natalie Gochner provided an economic report at the Salt Lake Chamber meeting this week – she reported that the tourism industry is the fastest growing industry in the State
- The UOT received the Mercury Award at ESTO in Portland for the Co-op Cafeteria marketing program that was established last year – this program has been a great international marketing tool for our partners around the state – thanks to Kaitlin Eskelson for all her hard work with Brand USA to carve out this great program
- We are continuing to work with the National Park Service to make sure we are really good partners figuring out how we deal with the constraints that have been created by our great Mighty 5® campaign – Dave Williams is leading monthly phone calls with all of our NP Service partners to share information and to strategize to help create a better visitor experience
- The UOT leadership team participated in a collaboration meeting in Springdale in August – the superintendent of Zion National Park is pulling the community together and trying to think creatively about long term ways of both serving visitors and protecting the land for future generations
- The fall Mighty Five® campaign will start running on September 15<sup>th</sup> in Phoenix, Denver, and Las Vegas until October 15<sup>th</sup> – We want to encourage visitors to experience the national parks in the shoulder seasons
- Staff Changes: Lyle Almond has joined the GOED team so we are recruiting for a replacement to do our research – Aleesha Francis has joined our team part-time as a Jr. Graphic Designer
- 80 plus legislators will be participating in a southern Utah tour next week – Nan Anderson with UTIA organized this event
- Vicki acknowledged the board and the whole UOT staff for their hard work this summer – she offered a special thank you to John Holland for his leadership and efforts on the Co-op Marketing program and helping our partners understand how to put together a very strong co-op application

## MARKETING REPORT

Dave Williams reported on the following items:

- Today we will be talking about the plans for the three season ad campaign and will review the winter ad buy proposal
- The Mighty 5® ads will run for a month starting next week
- Tax revenue figures for June indicated that car rental tax is up 2.3%, restaurant tax up 10.9%, municipal transient room tax up 38.2%. transient room tax up 11.7% and resort community tax up 13.5% - we look at these indicators not only to measure how the industry is doing in general but also we think about the NAICS codes and the TMPF
- Through August the national park visitation is up 19.3%
- This year we are initiating year round digital advertising – this is an opportunity to promote the entire state throughout the year
- 30 second TV spot – Alex Fuller will discuss the concept of the ad to be shown in spot markets
  - Alex Fuller from Struck discussed the evolution of the Mighty 5
    - the original Mighty 5® campaign was about the WHAT and the road to Mighty 5® is about the HOW – the road to Mighty is about the journey through Utah, not just the destinations
    - Alex then discussed the approach, the treatment and the narration script for the 30 second spot as well as the 60 and 90 second spots
    - Filming for this spot will take place in October
- The winter media buy – Struck & Love Communications presented the proposed buy – some of the items covered were:
  - Target audience: ages 25-54 with a household income of \$100K+ and are skiers or snowboarders
  - Timing:
    - NY – November 9 – January 17
    - LA/San Diego – November 30 – February 14
    - Digital flight dates: November 1 – February 15
    - Potential email blast October
  - Strategy:
    - National digital in ski/snowboard/travel verticals
    - Spot market heavy up in key markets using digital, TV and out of home
  - Budget Summary
    - \$1,452,740 – TV in LA, NY and San Diego
    - \$327,981 – out of home
    - \$883,596 – digital
    - \$2,664,317 – total budget
  - Total Added Value
    - \$1,767,125 for LA, NY, San Diego and out of home

**MOTION:** Mike Taylor made a motion to approve the proposed winter media buy in the amount of \$2,664,317 as presented. Nathan Rafferty seconded the motion. The motion passed.

## **UTIA UPDATE**

Nathan Rafferty reported on the following items:

- Legislative visit to Carbon, Emery, Grand and Sanpete counties will be held September 16<sup>th</sup> and 17<sup>th</sup> – Nathan thanked the volunteers and partners that are assisting with this event
- The Utah Tourism Conference will be held in Bryce Canyon City – October 6<sup>th</sup> – 8<sup>th</sup>
  - Please contact Joan Hammer if you or your organization would like to donate to the silent auction – all proceeds go to the Tourism Works PAC.
  - The Governor will join us for the opening reception at the conference
- UTIA Tourism Works PAC fundraisers

## **NEW BUSINESS**

Lance Syrett asked for clarification on the tag line for the new Mighty 5® ads. Alex Fuller reported that the Mighty 5® logo would be used on all of the 3 season ads. The Mighty 5® may be mentioned in the script of the ads or just shown as a logo in the new ads.

## **PUBLIC COMMENT**

Mo Beeley reported that she is doing a photo shoot in Tony Grove in Cache County over the next couple of days.

Julie Hollist expressed that she loves the Mighty 5® but encouraged the board to keep in mind the areas of Utah that don't have red rock. She further added that she understands that the Mighty 5® is a hook to get people to Utah but feels that all of the parks are in the southern part of the state and it's less likely that people will venture north on their visit. She further asked for the board to consider other areas of the state in its marketing efforts and publications. Joel Racker reported that the marketing committee is constantly talking about ways to promote all the areas of the state. The Love Communications staff indicated that through social media and content, activities in Logan are being promoted. Vicki Varela reported that we have been working really hard to tell a more expansive story in concrete ways. Joel encouraged Julie to keep the dialogue coming.

Before adjourning the meeting, Joel reminded the board, staff and partners of the goals for the UOT which are:

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state

Meeting adjourned, the next meeting will be held Tuesday, October 6<sup>th</sup> in Bryce Canyon City in conjunction with the tourism conference.