

**Utah Office of Tourism  
Board Meeting  
Friday, September 14, 2018  
Cedar Breaks Lodge – Aspen Room  
223 Hunter Ridge Drive  
Brian Head, UT 84719**

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<b>Members Present:</b>	Lance Syrett, Sara Toliver, Ryan Starks, Greg Miller, Elaine Gizler, Shayne Wittwer, Brian Merrill, Nathan Rafferty, John Holliday, Kym Buttschardt, Zachary Renstrom, Glen Overton
<b>Members Excused:</b>	Mike Taylor
<b>Staff:</b>	Vicki Varela, David Williams, Jay Kinghorn (P), Julia Barnhouse, Becky Johnson
<b>Visitors:</b>	John R. Westwood, Kylie Kullack, Matt Anderson, Hannah Saunders, Jonathan Smithgall, Maria Twitchell, Falyn Owens, Jeff Maschevino, Jyl Shuler, Fred Adams, Emily Brough, Sara Penny, Ron Burgess, Burke Wilkesson, Clayton Calloway, Dave Jacobson, Peter Rancie, Kathryn Miller, Jose Maldonado, Arnold Needham, John Grissinger,

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## **WELCOME**

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to Cedar Breaks Lodge at Brian Head. Arnold Needham, the general manager of Cedar Breaks Lodge, welcomed the Tourism Board and guests to the lodge and thanked them for their support. He also shared the growth that the lodge has been experiencing since the fire in 2017. Maria Twitchell welcomed the Tourism Board and guests to Brian Head.

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

## **MINUTES**

**MOTION: Sara Toliver motioned to approve the August 10, 2018 meeting minutes, which took place at the Marmalade Library in Salt Lake City. Shayne Wittwer seconded the motion. The motion carried unanimously.**

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- Vicki thanked Mara Twitchell and the town of Brian Head and Cedar City for the great work that they are doing for their community.
- Vicki also thanked Representative John R. Westwood for his continued support of the Tourism Marketing Performance Fund (TMPF) and for helping drive the Red Emerald Initiative forward.
- Counsel of State Governments (CSG) Western Contingent – Vicki presented to legislators from Western States at a recent CSG event at Snowbird. The legislators were picked up at Snowbird and transported to the Olympic Park in Park City, and Vicki had the opportunity to address the group during their drive. She also participated on a panel with Senate President Wayne Neiderhauser.

- National Parks – Vicki is working with Zachary Renstrom and other key leaders to figure out what the best planning process is for our parks. Vicki has met with Superintendent Cannon and is still working through issues on the Arches reservation system with the help of Elaine Gizler.
- Congressman Bishop filed a bipartisan bill that merged a number of bills that have been in process for several years and will appropriate \$6.5 billion over the course of 5 years to address the infrastructure backlog in national parks. The bill is estimated to pass Congress by the end of this year.
- Vicki announced that Flint Timmins has been hired as the new destination development specialist. He is currently researching ways that we could develop a destination development grant. The funds that were previously allocated for the St. George welcome center will now be used for this potential grant.
- Becky Johnson has completed the RFP process and selected a new China firm, Travel Link Marketing.
- We have selected a new PR firm for UOT and additional information will be announced next month. Emily Moench, UOT's PR manager, is enthusiastic about the new work that will be generated with the firm.
- Vicki thanked the UOT team and shared that she recently returned from an exciting trip to Prague in the Czech Republic.

## MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- **Fall 3-Season Media Buy Approval:** Jonathan Smithgall provided a [PowerPoint Presentation](#) on the following:
  - 2018 Goals:
    - Stimulate late fall trips to southern Utah destinations when visitation typically drops off.
    - Gather data on targeting techniques planned for FY19 spring campaign
    - Test three audiences that reflect our plan for FY19: traditional national park travelers, achievers, and explorers.
  - Review of RTM Fall 2017
    - Las year we ran fall campaign with six partners and a total budget of \$189k
    - Flight Dates: 9/1/17 – 10/31/17
    - This campaign alone tracked more than 8k travelers spending roughly \$2.2M in hotel revenue
    - More important, hotel gross bookings during the month of the campaign increased 15.8%
    - 59% of all ad-exposed arrivals occurred between October and November
  - Audience Study Recommendations
    - Run a campaign with a trusted vendor in both their data and past performance: Dstillery
    - Budget: \$115,000
    - Flight Dates: 9/17/18 – 10/31/18
    - Markets: National excluding Utah
    - Vendor: Dstillery
  - 2018 Flight Dates
  - Target Audiences

- Traditional National Park Travelers: same targeting as what we have been successful with in the past two years
    - Achievers: targeting based on fitness and outdoor recreation with personal achievement as a primary motivator
    - Explorers: targeting based on unique experiences and carefree travel styles
    - Wild Card: let the Dstillery algorithm optimize and find new audiences
  - Audience Analysis & Segment Breakdown
- **TMPF Budget Adjustment:**  
**Brian Merrill Motioned to approve the following adjustment to the TMPF Budget:**
  - **Reduced Research & Analytics by \$98,170.** The revised amount budgeted for Research and Analytics is \$372,600.
  - **The reduction in Research & Analytics allowed for an increase of \$63,810 to the 3-Season marketing budget and an increase of \$34,359 to the Winter Marketing Budget.**
  - **\$34,359 from the Winter Ad Budget was approved to be spent later in the winter season to encourage spring skiing/snowboarding.**

Elaine Gizler seconded the motion. The motion carried unanimously.

- **Brian Head Long-Form Video:** Dave Williams provided a [PowerPoint Presentation](#) on the following:
  - 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.](#)
  - Mountain Time 2019 Flight Dates
  - In-Flight Video:
    - Long-form video content on Alaska and United Airlines default (free) in-flight channel
    - More than 75% of all passengers report watching the channel during flight
      - Alaska Airlines – 3M monthly passengers = 2,250,000 estimated viewers/month
      - United Airlines – 2.1M monthly passengers = 1,575,000 estimated viewers/month
  - Dave then shared a video that was produced highlighting Brian Head Resort.

## UTIA UPDATE

Sara Toliver reported on the following items:

- The Tourism Conference registration is live and a full schedule has been published to the UTIA website. There will also be a silent auction for the event and donations are appreciated.
- Strategies around the 2019 Legislative Session are underway, specifically around the transient room tax percentages.
- Sara announced that Maria Twitchell has been selected as the new president of the UTIA Board.

## NEW BUSINESS

Representative John R. Westwood said he is gratified to see the talents of Maria Twitchell in Brian Head

and Cedar city. He also shared that it is easy for him to support the Utah Office of Tourism because it is an organization that shows a clear return on investment.

Falyn Owens shared that tourism in Panguitch is currently slowing down and they have been experiencing difficulty collecting the proper amount of taxes from hotels.

Ryan Starks expressed gratitude for the support that the Tourism Board showed and other at the 2018 Outdoor Recreation Summit. The event was a success and had over 400 attendees.

Greg Miller announced the opening of the Landcruiser Heritage Museum and shared the details of a remarkable 3-D map of Utah. He encouraged everyone to pay a visit and invited the board to hold a meeting there in the future.

Jyl Shuler with the Cedar City Regional Airport announced a new program that will allow for 2-400 private planes land in the airport in Fall of 2019. Jyl is grateful for the partnership that the Cedar City and St. George Regional Airports have. Jyl also thanked everyone for their support of small regional airports.

Sara Penny with the Orchestra of Southern Utah and the Cedar City Arts Council announced upcoming events in the area and provided feedback on potential ad focuses.

John Grissinger with Brian Head Resort thanked the Tourism Board for the support that they've shown to the resort and the area.

Mayor Clayton Calloway of Brian Head shared that the town is working to improve mountain biking and hiking trails for the warmer seasons at the resort.

**MEETING ADJOURNED**