

**Utah Office of Tourism  
Board Meeting  
Tuesday, September 12, 2017 – 11:00 a.m.  
Uintah Conference Center – Paradise Room, 2<sup>nd</sup> Floor  
313 East 200 South  
Vernal, UT 84078**

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**Present**

**Board Members**

Lance Syrett  
Kym Buttschardt  
Mike Taylor  
Ryan Starks  
Brian Merrill  
Greg Miller

Sara Toliver  
Shayne Wittwer  
John Holland  
Elaine Gizler  
Nathan Rafferty  
Glen Overton

**Absent**

Zachary Renstrom

**Staff**

Vicki Varela  
Jay Kinghorn  
Andrew Gillman  
Kelly Day  
Lorraine Daly  
Rosie Serago  
Jessica Wilson  
Becky Johnson

David Williams  
Barbara Bloedorn  
Shaylee Read  
Sandra Salvas  
Rachel Stone  
Rachel Bremer  
Diane Wilson  
Ben Dodds

**Guests**

Kylie Kullack  
Matt Anderson  
Chad Taylor  
Jonathan Smithgall  
Breck Dockstader  
Cody Adent  
Megan Griffin  
Adam Whalen  
Reed Forrester  
Megan Mustoe  
Matt Peters  
Heidi Sheppard  
Neil Wilkinson  
Eric Bjourn  
Kerry Phillips (Demarets)  
Cody Draper  
Paul Jewkes  
Randy Rhodes  
Chad McWilliams  
Tracy See  
Chris Newton  
Des Barker  
Pat Holmes

Struck  
Struck  
Utah.com  
Love Communications  
Cliffrose Lodge/Springdale  
Cliffrose Lodge/Springdale  
Love Communications  
Love Communications  
Delta Airlines  
Mustoe Law, LLC  
Pandemic Labs  
Pandemic Labs  
Temple Square Hospitality  
Ski N See  
Ski N See  
Utah.com  
Utah.com  
Utah.com  
Sevier County  
Utah State Parks, Wasatch Mountain  
Go-Utah.com  
UTIA  
Visit Salt Lake & Now Playing Utah.com

**Guests (cont'd)**

Paul Marshall	Ski Utah
Shawn Milne	Tooele County
Randy Cook	Davis County Tourism
Haley Rodgers	Davis County Tourism
Neka Roundy	Davis County Tourism
Joel Racker	Utah Valley CVB
Maria Twitchell	Cedar City Tourism
Monique Beeley	Discover Utah Magazine
Jenny Scothern	GOAL Foundation
Nancy Burr	Cache Valley Visitors Bureau
Laura Johnson	Cache Valley Visitors Bureau
Lisa Taylor	Budget Car Rental
Kimberly Kuehn	Park Silly Sunday Market
Natalie Bateman	Uintah County Travel & Tourism
Tina Carter	Emery County Tourism Office
Lesha Coltharp	Uintah County Travel
Glenn Price	Bondir Creative Partners
Hailey Klotz	Ski Utah
Brandon Ott	Ski Utah
Raelene Davis	Ski Utah
Joan Hammer	Box Elder County
Nancy Dalton	Utah's Patchwork Parkway
Clares Pottier	UDOT
Charlene Christensen	Utah Valley CVB
Whitney Bitton	Utah Valley CVB
Shalee Johansen	Carbon County Office of Tourism
Bob Haupt	Bucket List Balloons
Natalie Randell	San Juan County Economic Development
Allison Yamamoto-Sparks	San Juan County Visitor Services
Brian Knell	Zion National Park.com
Cody Ferdinando	Clear Content Marketing/Zion National Park.com
Kaitlin Eskelson	UTIA
Sally Fuegi	Guest
Hans Fuegi	Former UOT Board Member
Jared Porter	UHLA & Town & Country Hotel
Jordan Garn	UHLA
Todd Shaw	Serta Mattress & UHLA

**WELCOME**

Lance Syrett called the meeting to order and welcomed the board, staff and visitors to the Uintah Conference Center in Vernal. He thanked Lesha Coltharp and the Uintah County Travel & Tourism office for hosting the board meeting as well as the annual tourism conference. He then turned some time over to Lesha to say a few words.

Lesha welcomed everyone to Vernal and gave a brief update on details of activities that will take place in Vernal during the conference.

Lance then invited board members, staff and visitors to introduce themselves.

## OATH OF OFFICE

Lance Syrett reported that Nathan Rafferty has been reappointed to the board and will be sworn in today. Lorraine Daly conducted the oath and had Nathan stand and recite the oath as follows: *“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.”* Lorraine Daly had Nathan sign the document and notarized it for the permanent file.

## HALL OF FAME AWARD

Vicki Varela presented the 2017 Hall of Fame Award to Hans Fuegi for his tremendous contribution to the cooperative marketing program. Vicki showed videos of support provided by David Williams, Vicki Varela, Nathan Rafferty and Kelly Day. She then had Hans say a few words.

Hans expressed his gratitude for this honor. He reported that he was invited to be on the Board of Tourism Development in 2005 to represent the restaurant industry and served for 10 years. He added that he got as much out of this board and the co-op committee as he put into it. He feels that the process for the coop marketing program is good and fair and has been tweaked over time and has continued to get better. He is very proud of the program. He added that the real heavy lifting was done behind the scenes. There is no one more dedicated to this program than Kelly Day and she deserves a big round of applause. She makes sure it is a well-oiled machine. He also acknowledged Dave Williams and all the co-op committee members and all of the time that goes into this effort. It's not one guy that should get this award. It is a team effort that includes everyone in this room. Hans received a round of applause.

## MINUTES

**MOTION:** Mike Taylor made a motion to approve the minutes of the August 11<sup>th</sup> meeting held in Salt Lake. Glen Overton seconded the motion. The motion passed.

## DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- We have met the governor's performance measures two years ahead of schedule. The governor set a new performance measure of \$1.5 billion by 2023.
- Red Emerald Strategy
- An ESTO award was received by the Moab Travel Council for its integrated marketing campaign. The Utah Office of Tourism also received a Mercury award for its niche marketing campaign.
- J1 Visa program.
- National Parks – a group of state tourism directors are working on a strategy to help secure funding for the national parks.

## MARKETING COMMITTEE REPORT

Dave Williams reported on the following:

- **Dashboard Results:** Dave reviewed the dashboard measurement results for Tourism, Domestic and International including but not limited to TRT distribution, unique visits to VisitUtah.com, and publications in top targeted, social media by engagement rate and landing page hits. This information was provided to the board in a handout. This document is a Google Doc and is available for the board through a link.
- Dave presented 15 and 30 second TV spots for the winter ad campaign.
- Jay Kinghorn presented some of the affinity marketing the team has been working on. Some of it is focused on the urban destinations and experiences. There are some articles

and videos in progress. He also showed a cycling video with professional rider, T.J. Eisenhart. This video was shot in American Fork Canyon, SR92 past Sundance and Sundance Mountain Resort.

## **UTIA UPDATE**

Kaitlin Eskelson reported on the following:

- Welcomed everyone to Vernal for the annual tourism conference.
- Reported on destination activities for the conference as well as general housekeeping.
- A new offering for the conference this year, Des Barker will be executing a legislative learning lab with one-on-one scheduled appointments.
- The break out sections for the conference will be broken into three tracts to include; product development, digital marketing & PR and lodging & hospitality.
- Tourism conference silent auction.
- There will be a professional headshot booth sponsored by Ski Utah.
- There will be a tie dye bandana station sponsored by Visit Cedar City
- There is a new Tourism Works logo. Stop by the booth to pick up stickers and branded gear.
- She requested a round of applause for Lesha Coltharp for her great work on the conference.

## **PUBLIC COMMENT**

Raelene Davis reported that the Ski Utah magazine is out and there will be some available at the conference in the photo booth. She thanked the board for partnering with Ski Utah to poly-bag the magazine.

Meeting adjourned. The next board meeting will be held Friday, October 13<sup>th</sup> in Kamas, Utah.