

Utah Office of Tourism
Board Meeting
Tuesday, September 27, 2016 – 11:00 a.m.
Zermatt Resort – Interlaken Room, 2nd Floor
784 West Resort Drive
Midway, UT 84049

Present

Board Members

Joel Racker
Kathy Hanna-Smith
Gordon Topham
Sara Toliver
Greg Miller
Mike Taylor
Shayne Wittwer

Nathan Rafferty
John Holland
Kym Buttschardt
Glen Overton
Lance Syrett
Brian Merrill

Staff

Vicki Varela
Jay Kinghorn
Emily Moench
Shaylee Read
Sandra Salvas
Rachel Bremer
Andrew Gillman
Ricardo Flores

David Williams
Barbara Bloedorn
Jessica Wilson
Cicily Kind
Becky Johnson
Andy Adelman
Kelly Day
Kaitlin Eskelson

Guests

Steve Burr
Todd Johnson
Lynne Shumway
Harold Lyman
Neka Roundy
Megan Quilter
Dallin Koecher
Rachel Kahler
Shawn Milne
Angela Berardino
Katie Bonneau
Brad Smith
Hannah Pelletier
Jonathan Smithgall
Darcie Guarderas
Jeremy Chase
Kylie Kullack
Dennis Copyak
Vera Kubeila
Joyce Kelly
Sarah Harward
Tina Carter
Chad Taylor
Eric Bright

USU – IORT
Cache Valley CVB
Blanding Visitor Center
San Juan County
Davis County Econ. Dev. & Tourism
Davis County Econ. Dev. & Tourism
Heber Valley Tourism
Heber Valley Tourism
Tooele County Commission
Turner PR
Turner PR
Mormon Pioneer National Heritage Area
Love Communications
Love Communications
Canuckiwi LTD
Struck
Struck
Le Bus
Harward PR & Marketing
St. George Area Tourism
Harward PR & Marketing
Emery County
Deseret Digital Media
Deseret Digital Media

Guests (cont'd)

Monique Beeley	Adventure Utah Media
Derek Yank	UOT China Representative
Leah Xiao	Horizon Travel Group
Lesha Coltharp	Uintah County Travel & Tourism
Falyn Owens	Garfield County Tourism
Neil Wilkinson	Temple Square
Randy Rhodes	Utah.com
Justin Schroepfer	Utah.com
Lisa DeRosa	Utah.com
Fiona Herman	National Park Trips Media
David Krause	National Park Trips Media
Roxie Sherwin	St. George Tourism
Jerry Dolejs	US Bus Utah
Maria Christiansen	USU – University Inn & Conference Center
Matt Peters	Pandemic Labs
Suhalee Franco	Pandemic Labs
Dorothy Tso	Pandemic Labs
Chris Newton	Go-Utah.com
Shalee Johansen	Carbon County Office of Tourism
Darla Cook	Forever Resorts
Cody Draper	Utah.com
Pat Holmes	Visit Salt Lake
Elaine Gizler	Moab Area Travel Council
Paul Larsen	Brigham City Community & Econ. Dev.
Monica Holdaway	Brigham City Area Chamber of Commerce
Joan Hammer	Box Elder County Tourism
Nan Anderson	UTIA
Randy Cook	Davis County Tourism
Olivier Barthez	UOT Rep – France
Corey Marshall	UOT Rep – Australia
Leila Neilson	University Inn & Conference Center
Todd Shaw	Serta Mattress
Nancy Burr	Cache Valley Visitors Bureau
Julie Hollist Terrill	Cache Valley Visitors Bureau
Danielle Ramsay	Kanab
Camille Johnson	Kanab
Breana Wright	Adventure Utah Media
Charlie DeLorme	San Juan County
Jenni Bridgman	UOT UK Representative

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors to the meeting and the tourism conference in Midway. He thanked Ryan Starks and his team from the Heber Valley Tourism Office for hosting the meeting. He then asked the board and staff to introduce themselves.

Joel then asked Ryan Starks to welcome the group and Glen Overton to talk a little bit about the Zermatt Resort.

Ryan welcomed the visitors to the meeting and the conference in Heber Valley. He reported that since the 2002 Olympics, the population has grown by about 65% in the area. It is an emerging destination for

visitors. In the past decade they have really invested in the product including facilities, trails and state parks. He then gave a brief update on activities that will be taking place during the conference.

Glen Overton welcomed everyone to the Zermatt Resort. He reported that the Zermatt conference center was ranked among the top ten conference centers in the country when it was built. There are meeting rooms to accommodate as few as 15 people and as many as 1200. All of the rooms are equipped with AV and sound. He then reported on some of the activities on the property as well as in the area.

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes of the board meeting held on August 12th in Salt Lake. Kathy Hanna-Smith seconded the motion. The motion passed.

DIRECTOR'S REPORT

Before Vicki's report, Joel announced that Vicki is the recipient of the US Travel National Tourism Director of the year award. The audience gave her a round of applause.

Vicki Varela reported on some of the following items:

- The UOT won the Mercury Award at ESTO for the travel guide. She thanked Jay Kinghorn, Shaylee Read and Andrew Gillman for their efforts on the guide.
- Vicki introduced new employees:
 - Sandra Salvas – Visual Asset Manager
 - Jessica Wilson - Scenic Byway Program Coordinator
 - Rachel Bremer – Global Travel Trade Manager
- Kaitlin Eskelson introduced our international reps in the room:
 - Canada/Australia – Corey Marshall
 - Canada - Darcie Guarderas
 - France – Olivier Barthez
 - Germany – Sarah Harwardt and Vera Kubelle
 - UK – Jenni Bridgman
 - China – Derek Yang
- Vicki reported that we are at the beginning of our budget process and she had a meeting with the Governor's office. She believes we are well positioned to receive a portion or all of the \$3 million performance that we qualify for. She thanked Dave Williams for all of his efforts with marketing, budgets and research.

MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- The winter digital campaign has already begun.
- We have been working with Struck on the strategy and concept for the 2017/2018 winter campaign. We will report back to our marketing committee in two weeks.
- **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. Dave thanked Andy Adelman for his efforts on the dashboard results.

- Dave acknowledged Kelly Day for her efforts on the co-op marketing application process. There is a huge amount of work that goes into the process.
- Dave also acknowledged Lorraine Daly, Marketing Manager. Lorraine helps with our marketing efforts as well as keeping track of the TMPF budget.
- **Year Round Digital Campaign:** Jay Kinghorn gave a PowerPoint presentation on the creative for the digital campaign. Some of the items covered were:
 - Jay's team is working hard to develop content and using content as the primary vehicle for delivering the marketing message.
 - Explorer's Guide – partnership with Media One released at the beginning of summer. This gave us an opportunity to tell stories for some locations that may be under the radar.
 - We are focusing our year round digital efforts on fly-fishing, OHV/ATV and cycling.
 - Our visits to VisitUtah.com are double what they were last year at this time.
 - We have been growing our email newsletter.
 - Jay encouraged our partners to share the locations that they want to promote. The social media team will be available for one-on-one meetings tomorrow at the conference.
 - Coverage in publications
 - Flight schedule for ski ads
 - Video content

NEW BUSINESS

Nathan Rafferty called attention to the Ski Utah Magazine he distributed to the board. He thanked the UOT and the board for its support to poly-bag the magazine. The board allocated \$90,000 for this project. 100,000 copies were poly-bagged with Outside Magazine, 75,000 with Texas Monthly and 20,000 with Orange Coast.

PUBLIC COMMENT

Monique Beeley announced that Outdoor Utah is retiring and she has started her own company called Adventure Utah Media. She will be publishing an annual publication and also a kid's magazine.

Meeting adjourned. The next meeting will be held Friday, October 14th in Cedar City.