

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Wednesday, September 28, 2022 –10:00 am to 11:00 am

**Paradise Room - Uintah Conference Center
(313 E 200 S, Vernal, UT 84078)**

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. Oath of Office - 10:25 am
5. International Market Updates - 10:30 am
Forecasts/Looking Ahead
Rachel Bremer, Global Markets Director, Utah Office of Tourism
Zach Fyne, Global Markets Specialist, Utah Office of Tourism
Taylor Hartman, Global Content & Tour Specialist, Utah Office of Tourism
6. Marketing Committee Report: 10:45 am
Campaigns Updates and Travel Trends
Dave Williams, Associate Managing Director, Utah Office of Tourism
Becky Keeney, Director of Marketing and Operations, Utah Office of Tourism
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications

Motion to move TMPF budget Travel Guides \$150,000 to Agency of Record Fees
Becky Keeney, Director of Marketing and Operations, Utah Office of Tourism
7. Announcements/Upcoming Events – Board and Public - 10:58 am

Meeting adjourned

The next board meeting is scheduled for Friday, October 14, 2022, at Southern Utah University in conjunction with the One Utah Summit.

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