

**Utah Office of Tourism
Board Meeting
Thursday, February 10, 2011 – 10:00 a.m.
Capitol Building, 1st Floor – Room 130
350 North State Street
Salt Lake City, UT**

Present

Board Members

Peter Corroon
Steve Lindburg
Bill Malone
Jeff Robbins
Georgianna Knudson
Steve Burr

Nathan Rafferty
Pamela Hilton
Joel Racker
Hans Fuegi
Frank Jones

Staff

Leigh von der Esch
David Williams
Kelly Day
Jim Buchanan

Barbara Bloedorn
Matt Morgan
Cicily Kind

Guests

Jeremy Chase
Mike Taylor
John Librett
Red Oelerich
Pat Holmes
Nan Anderson
Michael Johnson
Chris Newton
Rick Maw
Mike Gorrell
Dale Bills
Des Barker

Struck/Axiom
Car Rental Association/Budget
Splore
Outdoor Utah
Visit Salt Lake
UTIC
UH&LA
Go-Utah.com
Utah.com
Salt Lake Tribune
City Creek
UTIC

Welcome

Steve Lindburg called the meeting to order and welcomed the board and guests to the meeting in the Capitol. Steve then asked all attendees of the meeting to introduce themselves.

Minutes

MOTION: Peter Corroon made a motion to approve the minutes from the January 13th meeting held in Ogden as well as the conference call held January 31st. Joel seconded the motion and the motion passed unanimously.

Marketing Committee Report

Dave Williams turned the marketing committee update over to Bill Malone to discuss the proposed media plan for the 2011 summer ad buy.

- 1) **2011 Summer Media Plan:** Bill reported that the marketing committee is recommending not doing a national cable buy this summer and instead, investing our television assets and those same dollars into a spot market buy. This would include doing a mixture of cable and network in Los Angeles, Las Vegas, Denver, Phoenix and Portland.

Jeremy Chase from StruckAxiom presented the proposed media plan. Jeremy reported that the total budget for the summer ad buy would be \$2,033,258. That would provide \$204,258 for online advertising, that would run April 3rd through May 21st and \$1,829,000 for broadcast that would run April 11th through May 15th. There would be a mix of 15 and 30 second ads. The targeted markets would be Los Angeles, Las Vegas, Denver, Phoenix and Portland.

After the presentation the following points were made regarding the shift from national to spot market:

- Due to budget and struggles trying to get the total rating points in terms of the buy we have enjoyed in the past, the marketing committee chose the most likely markets in a tough environment.
- Rising gas prices influenced the markets chosen.
- National cable buy last year was teetering on the light end with less impressions due to budget.
- The marketing committee feels we can do more business in the spot markets chosen.
- Spot market allows more flexibility.
- Market conditions have changed and cost has gone up for national cable.
- Our partners will benefit from the markets chosen.
- We have great B-roll available to help customize the message.
- Will see how well the spot market performs in the summer before deciding how to proceed with the winter buy.
- Along with the spot market advertising, we can maximize our efforts through publications, on-line and with our partners.

Dave Williams then asked for a motion to approve the proposed media plan. The executed buy will need approval by the middle of March.

Hans recommended that our partners be informed of the direction we are taking with the spot markets so they can focus on the same markets or cover what we aren't covering. Dave Williams said once the buy is approved in mid-March, he would send the information to our partners.

MOTION: After the above discussion, Jeff Robbins made a motion to approve the 2011 summer media plan as it was presented. Hans seconded the motion and the motion passed unanimously.

- 2) **Print Buy:** Dave Williams asked the board to approve \$26,385 to purchase a full page ad in the National Geographic Magazine in their special family travel advertorial section. It would be a combined May/June issue. He also asked for approval of \$20,979 to purchase a full page ad in the Outside Spring Buyers Guide which would go on sale April 26th and would be poly-bagged with the June issue.

MOTION: After a brief discussion, Peter Corroon made a motion to approve the two print ads as outlined above. Joel seconded the motion. The motion passed unanimously.

Director's Report

Leigh reported on the following items:

- Tracie Cayford is just returning from the Go West Summit in Boise, Idaho.
- Patti Denny is returning from the Go West Summit for a Utah FAM with six journalists from around the world. This FAM will take place February 10th – 16th.
- Rebecca Katz is the escort for a German FAM taking place February 10th – 17th.
- Dominic Brown is escorting a UK FAM February 7th – 13th.
- Sundance Film Festival Wrap-up
- The February Issue of Sunset Magazine included an article listing Salt Lake one of the 30 best towns to live your dream.
- US News and World Report listed Salt Lake as number two of the top ten cities for best urban transportation in US.
- Legislative Overview
- Tourism Day on the Hill – well attended by legislature and they stayed longer.
- Dew Tour This Month – UOT will man a booth with Ski Utah.
- Governor's Economic Summit will be held March 28th at the Grand America. The UOT will pay registration for the board members that want to attend.
- February 17th – Utah Hotel & Lodging Association Legislative Dinner
- Board Retreat will be held April 7th & 8th in Springdale at the Best Western Zion Park Inn. If the board members have any topics they would like to discuss, please let us know.

New Business

Steve Burr reported that the next APL meeting will be held February 17th in the afternoon prior to the UH&LA Dinner. He also reported that the new public lands map should go to print around Memorial Weekend.

UTIC Update

Nan Anderson reported on the following:

- Strong support on the TMPF funds from the legislature.
- Restaurant Tax
- Tourism Day on the Hill – over half of the legislature attended as well as the Governor & Lt. Governor
- Immigration Bills
- State Parks Funding
- Hotel Bills
- Liquor Bill Changes & Restaurant Licenses
- Restaurant Taxes

Public Comment

Dale Bills, Director of Communications and Marketing of the City Creek Reserve, Inc., gave an update on the City Creek project. Dale reported that the retail grand opening will be March 22, 2012. The development will include 30 arts & culture attractions, 21 business support services, 16 night life venues, 75 dining options, and 150 shopping destinations. There will also be residential condo and apartment properties as well as underground parking.

John Librett, Executive Director of Splore, thanked the UOT for putting together a new one sheeter on Accessible Recreation in Utah. He then gave a brief overview of the purpose of Splore. He reported that there are 60,000

kids in Utah registered with a disability. He would like to do a presentation to the board to show his vision to establish Utah as the first state in the nation to be recognized as a world class adaptive recreation destination.

Leigh reported that Utah's national parks are some of the most accessible in the United States.

Red Oelerich reported that the Utah Guides and Outfitters will be working with Splore to help with this vision.

Steve Lindburg announced that he will be leaving the Waldorf Astoria Park City as the General Manager. He further reported that he has an opportunity to stay with Hilton and in Utah until the end of the year. He asked that the board members and staff keep their ears open about job opportunities and expressed his desire to remain a part of the board.

Meeting adjourned.

The next board meeting will be held in Springdale, Thursday, April 7th.